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# Media scope®

MAY 1961 - 75 CENTS

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## Creative Media Team:

Christian,  
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and  
Marsteller

45





## MARKETING WORK FILE

Another new marketing aid from STEEL . . . the most complete, single source of metalworking information ever made available by an industrial publisher. Puts at your fingertips all basic market data you need for more effective, shirt-sleeve marketing to metalworking. Available now from your STEEL Representative.



## METALWORKING MARKET COUNSEL

Another new marketing service from STEEL. STEEL SALESMEN GO TO SCHOOL . . . take marketing courses prepared by instructors of New York University's Graduate School of Business. Contact with STEEL Research, STEEL Editors, STEEL Readers . . . makes them metalworking market specialists.



## USERSHIP REPORTS

Another new advertising aid from STEEL! September 1960 . . . STEEL breaks tradition with an issue devoted to the Import Problem. In January 2, 1961 . . . STEEL follows up with People Power. April 17, 1961 . . . STEEL concentrates on Price Fighting. Result? Response reaches a new level of excitement. Ask for details.



## IMPACT PROGRAM

Watch the  
next move  
new ideas

**expect new ideas**

Watch this space  
next month for another  
new idea from STEEL.



... st from **STEEL**

The Metalworking Weekly

A PENTON PUBLICATION

# TO REACH THE FOREIGN TRAVELER... THE MOST EFFICIENT NEWSWEEKLY

An independent research organization recently conducted personal interviews—in New York, Boston, Chicago, Los Angeles and San Francisco—with 1,000 people traveling to overseas destinations by air or ship.

Some of the highlights are charted below. They demonstrate that, per advertising dollar, Newsweek is the most efficient of the newsweeklies, and the second most efficient of *all* magazines surveyed, in reaching people who travel overseas.



## READERSHIP OF PEOPLE TRAVELING OVERSEAS

	TOTAL READERSHIP		TRIP FOR BUSINESS		TRIP FOR PLEASURE		FIRST TRIP		TWO OR MORE TRIPS	
	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*	%	C.P.M.*
New Yorker	31.2	\$10.58	38.7	\$22.76	26.7	\$19.76	30.7	\$42.31	31.4	\$14.10
<b>NEWSWEEK</b>	<b>34.9</b>	<b>22.39</b>	<b>42.9</b>	<b>48.54</b>	<b>30.1</b>	<b>41.57</b>	<b>33.9</b>	<b>90.87</b>	<b>35.3</b>	<b>29.71</b>
Time	52.8	27.08	62.7	60.85	46.9	48.81	50.0	112.60	53.8	35.66
Holiday	14.8	44.19	13.9	125.77	15.4	68.13	14.2	181.67	15.0	58.39
U. S. News & World Report	14.0	45.32	17.9	94.70	11.7	86.92	5.9	423.00	16.7	50.76
Life	66.6	46.77	66.9	124.10	66.4	75.06	72.4	169.29	64.6	64.63
Sports Illustrated	11.2	55.00	17.1	96.25	7.7	128.33	8.7	280.00	12.1	68.44
Look	44.7	62.19	44.3	175.84	45.0	103.88	52.8	217.84	41.9	93.26
Esquire	9.5	68.42	14.1	122.64	6.7	154.76	7.9	325.00	10.1	86.67
Sunset	5.4	69.81	2.9	342.73	6.9	87.67	4.3	342.73	5.8	87.67
Saturday Evening Post	36.8	80.65	29.9	265.00	41.0	115.94	46.1	253.68	33.6	118.25
National Geographic	9.7	99.48	10.1	253.95	9.4	163.56	5.1	742.31	11.3	114.88

\*Cost per mention, based on 1-time B&W rates.

*Newsweek...ahead of the news, behind the headlines...for people at the top*

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MEMO TO MEDIA:

A MEASURE OF ADVERTISING IMPACT

Advertising research has come a long way from the days when advertisers depended on the opinions of wives, secretaries, and friends, for evaluations. And yet, many of today's scientific research studies, while producing important quantitative data, still leave advertisers in the dark about some areas of advertising effectiveness.

Most research studies are able to provide indications of exposure, recognition and number of readers of a given advertisement. What readers feel about the advertisements, its impact on them and what they intend to do about it is more difficult to come by. In an effort to provide answers to questions in this latter area, the Standard Rate & Data Service, Inc., Research Division, has developed Advertising Impact Measurement Service, a comprehensive new publication research service.

Advertising Impact Measurement is a continuing research service designed to reveal information in breadth and depth using the personal interview technique. It supplies quantitative editorial and advertising readership data and verbatim comments on selected advertisements from qualified readers. Thus, in testing a new copy theme, for example, an advertiser may determine not only how many representative prospects read the copy, but from the verbatim comments he may also determine actual suggestions for improvement.

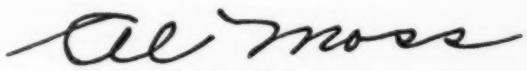
Such information has already proved of considerable value to many of Media/scope's advertisers and--since this service is offered on a continuing basis--it will undoubtedly increase in value in the months ahead. Four 1961 issues of Media/scope remain to be studied--August, September, November and December. Quantitative information taken from these studies is available to all advertisers and agencies. Qualitative information, tailored specifically to individual advertisements, is available only to 20 advertisers in each issue who request participation in advance, at a cost of \$125 per study.

In offering this service Media/scope hopes to help advertisers, via sound research techniques, to reach Media/scope's concentrated audience of advertising buyers

(Over)

most effectively. For details of participation check with your Media/scope representative, or the Research Division, Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Illinois.

Cordially,



A. W. Moss  
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)





SERVING THE BUYERS OF ADVERTISING

May 1961, Vol. 5, No. 5



PUBLISHED BY STANDARD RATE &amp; DATA SERVICE, INC.

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**COVER**

Photographed at biennial meeting in New York of personnel of Marsteller, Rickard, Gebhardt and Reed, concerned with media decisions, are Richard C. Christian, president; Howard G. Sawyer, vice president for marketing services (including marketing planning, media and research), and William A. Marsteller, chairman.
--

**SUBSCRIPTION RATES AND QUALIFICATIONS**

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

*Media/Scope* is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

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**LIFE'S GOT THE WINNING HAND.** And still other magazines claim they're the ones that are cleaning up. The chart calls their bluff. In the magazine game the one big winner is LIFE because LIFE reaches the biggest quality audience each week. That's why for 19 years in a row, advertisers have invested more in LIFE than in any other magazine . . . in the first quarter of 1961, over \$16 million more than in Look, over \$10 million more than in The Saturday Evening Post. Back at the poker table: LIFE's ten in the hole fills the straight, beats any other possible hand.

## REACH AND SELL THEM WITH

Advertising Revenue—1st Quarter, 1961	
MAGAZINE	ADVERTISING REVENUE
<b>LIFE</b>	<b>\$30,297,364</b>
<b>Post</b>	<b>19,842,012</b>
<b>Look</b>	<b>13,635,199</b>

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# LIFE

Media/cont. 119



## media director or design engineer?



**ASA** **MACHINE** **DESIGN**

He's a media man caught in the chain reaction of problem solving. He shifts strategy, drops newspapers, adds magazines . . . decides to diversify, adds six . . . decides to concentrate, drops seven . . . all the while blending creative intuition against an ocean of facts. The design engineer also finds one decision leads to another . . . and another. Solves a drive problem . . . needs a new control . . . needs a different material . . . now a fastener . . . and so it goes. To keep ahead in either field, media or design, they must keep ahead in *all* areas. The design engineer keeps on top of his job by reading **MACHINE DESIGN**, the magazine that serves the *total* spectrum of his needs and problems. How do you?

*A Penton Publication, Penton Building, Cleveland 13, Ohio*

MORE  
EDITORIAL  
AWARDS

MORE  
READERSHIP

MORE  
ADVERTISING  
PAGES

MORE  
READER  
RESPONSE

MORE  
EFFECTIVE  
CIRCULATION

MORE  
MARKETING  
AIDS



She is the most vital, talked-about lady today. None has more influence. None has more followers. No doubt about it: this leader of women is the Ladies' Home Journal, the first women's magazine to hit 7,000,000\* circulation two months (March and April) in a row. / WHEN THE JOURNAL SPEAKS - WOMEN LISTEN

\*PUBLISHER'S ESTIMATE

Media/Scope, May 1961

## MEDIA/SCOPE

Serving the buyers of advertising

Published monthly by

Standard Rate & Data Service, Inc.

NBP

MPA

BPA

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Roger Barton



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Glendale 3, California  
Chapman 5-9421

## From the publisher's notebook

# When Media Buyers Get Together

MEDIA/SCOPE has been most helpful in the activity of media planning groups throughout the country. We members of the New York Advertising Media Planners have received important help, particularly in the early stages of our organization. I look forward to the day when the professional interests of advertising media planners will be served by a *national* media association, and I know that we can count upon MEDIA/SCOPE to give us a helping hand in that development."

This was a thought offered at the Annual Media Awards presentation in New York by Newman F. McEvoy, general chairman of the Awards, senior vice president of Cunningham & Walsh, and first president of the New York Advertising Media Planners.

Let us assume for a moment that such an association is already a *fait accompli*, and that the time of the first big annual meeting in New York is at hand. The various committees have completed their arrangements for a three-day program. Through printed announcements, press releases, and special invitations, we learn that the last day will be given to a joint meeting of buyers and sellers of advertising. The agenda would cover such subjects as:

Buyer-and-seller relationships in an expanding economy.

How can media contribute to media-buying objectives for more effective advertising?

Who should be responsible for media research? The advertiser?

The agency? The media owner? And why?

Why is so much media research a waste of time and money?

What are the basic requirements that give validity to media research?

Leaders in every part of the media-buying complex—media directors, agency research specialists, independent researchers—would participate as speakers and panelists. Some outstanding person would be the featured banquet speaker.

The newspapers would have carried the story of the impending three-day conference, and the advertising business press would have promoted the event.

Imagine the turnout, the enthusiasm, and the all-round good that would come out of such an annual gathering; the enlightenment in better communication between buyer and seller. Here at long last buyer and seller would come together to discuss and crystallize vital subjects to which MEDIA/SCOPE devotes 12 issues a year.

If, in the course of reading and thinking about such a meeting, you have been carried off by your imagination, then why not convert this reverie into reality? I'll be interested in comments from readers.

# 26 Questions for Cope

## 1 Q. *What is an ideal test market?*

A. A small area where carefully researched facts and figures show it is a miniature of the nation or large area to be tested.

## 2 Q. *Is Iowa a good miniature of the U.S.?*

A. Yes. Such factors as Iowans' buying habits, personal income, and the balance of the state's economy—with an output 69% industrial, 31% agricultural—show it follows the national trend.

## 3 Q. *But isn't Iowa a farm state?*

A. Farming is an important 31% part of Iowa's economy. And it's diversified—livestock, grain, dairy products—not a one-crop economy.

## 4 Q. *Okay. But a good test market has industrial diversity, too. What about Iowa?*

A. Best answer is a list of some companies with large plants in Iowa: DuPont, Sylvania, Alcoa, Procter and Gamble, Dr. West, Maytag, Amana, Sheaffer, Firestone, John Deere, General Electric.

## 5 Q. *Also, a good test market's industry must be growing along with that of the nation. How does Iowa look here?*

A. Here's one important statistic: Iowa's industrial payroll increased 30% between 1955 and 1959, the national 17.5%.

## 6 Q. *Doesn't this sharp difference indicate Iowa is something less than a desirable test market?*

A. No. Personal income growth in Iowa follows virtually the same path as the national growth.

## 7 Q. *Are Iowans' buying habits representative of the nation?*

A. Iowans are 1.5% of the population and buy about 1.5% of any key product. Research shows their acceptance of new products also parallels that of nation.

## 8 Q. *Iowa as a state sounds good—but what if I don't want to test a whole state?*

A. The 9-county area around Des Moines has about a half million population, split 63% urban, 24% small town and 13% farm. Lay the U.S. census figures against these and you will see that this 9-county area is almost ideal for a limited test based on population distribution.

## 9 Q. *What about strictly urban testing?*

A. Sales Management studies indicate test cities popular with advertisers in recent years run from 200,000 to 250,000 population. Corporate Des Moines has 208,000.

## 10 Q. *How does Des Moines compare with favorite test cities in such key criteria as buying income, drug and food store sales, total retail sales, median age?*

A. Extremely well compared with 10 top test cities of comparable size.

## 11 Q. *A good test market is diversified in business and industry. Does single industry dominate Des Moines?*

A. No. Two large tire factories put Des Moines second in that industry, but it also ranks high in insurance, machinery manufacture, publishing, meat packing, distribution.

## 12 Q. *But do people "get it" in Des Moines? How about entertainment and culture?*

A. Its 4,139-seat KRNT Theater attracts road companies of Broadway's best shows, ballet and good music. Des Moines Art Center is one of the finest. Des Moines has its own symphony orchestra. It has Drake University and one of the nation's best school systems.

## 13 Q. *Do Des Moines and Iowa have the isolation from outside media and marketing influences desirable in a test market?*

A. Yes, to a degree rarely found elsewhere.

## 14 Q. *Are there complete media facilities?*

A. Three radio and TV networks, plus independent radio, billboards and black-and-white. Of course the Des Moines Register and Tribune, published morning, evening and Sunday.

## 15 Q. *What ABOUT the Register and Tribune? How penetrating and influential are they?*

A. A 1960 poll of the nation's daily newspaper editors by the magazine, *Practical English*, ranked the Register among the first 10 U.S. newspapers "most superior in news coverage, integrity and public service." Hundreds of awards won by these newspapers and staff include eight Pulitzer Prizes, four in 10 years.

# Advertisers

**16** Q. *Say you are interested in controlled coverage for testing copy in the whole state of Iowa. What medium would be used and what are its advantages?*

A. The Des Moines Sunday Register offers: 1) Mass circulation of over half a million. 2) high density in all 99 counties. 3) diversity of audience in small town, city and on the farm. The Sunday Register is ideal for readership studies, split-run tests and coupon offers to test copy.

**17** Q. *How about testing on a daily basis?*

A. The Des Moines Morning Register (224,000 circulation) would work well in a test in central Iowa, population about a million.

**18** Q. *How about testing in the city of Des Moines itself?*

A. The Evening Tribune (130,000 circulation) is pretty well confined to Des Moines and the 9-county area.

**19** Q. *What kinds of split runs do these papers offer?*

A. Every kind. Many papers offer several, few papers offer all. For example, the Register and Tribune newspapers offer the A-B-A-B split, the so-called "perfect split" which gives every-other-copy distribution of two ads. Or the city and state change where you can offer a coupon or premium in the city and withhold the offer outside. Also, splits by editions or splits by presses. On Sunday, the roto "Picture Magazine" and "Iowa TV Magazine" are often used for split runs.

**20** Q. *How about an example of the way testers have used the Picture and Iowa TV Magazines?*

A. They have tested color vs. black-and-white. They have tested headlines, copy appeals, illustrations.

**21** Q. *How does the Des Moines Register and Tribune control their unusual split runs?*

A. These papers are 90.8% home delivered over the entire state. Thus you can run an

ad offering one premium in Ames, a college town, and in the same position in the paper, on the same day, offer a different premium in Newton, an industrial town. These are matched cities in size, and one of the 40 matched-city combinations we can offer you.

**22** Q. *Can you offer anything special for controlled testing of a new product?*

A. One agency selected three matched Iowa cities. Three different ads, each with a different copy approach, ran in the Sunday Register on the same day, in the same position. Each ad went to a different city. In advance, researchers were supplied with addresses of subscribers with certain characteristics for follow-up interviewing.

**23** Q. *What test market extras can you offer to help us make our test a success?*

A. Here are some: (a) IBM equipment. For instance, if you want to code a questionnaire, we will punch the cards and send them to you. (b) "Benchmark" research—when you introduce a new product, you may want to know what happened to a similar product. We have much information. (c) Trade information: the Register and Tribune are the central sources in the state for trade information.

**24** Q. *Anything else?*

A. Yes, a very important extra. The facilities of the Des Moines Register and Tribune's own long-established Research Department are offered test advertisers on a consulting basis. They can furnish reliable interviewers, help select samples, cut your costs.

**25** Q. *Will the Register and Tribune spend any money on research in connection with a test?*

A. Operating under certain reasonable ground rules, the newspapers will pay up to 50% of the cost of test market research, under a ceiling of 5% of the advertising expenditure for the test.

**26** Q. *Say I'm interested. How do I go about getting a full presentation of your program?*

A. A question we love to answer: Ask the operator to get you Verl Brewer, CHerry 3-2111, Des Moines, Iowa, and reverse the charges. Happy testing!

*The Advertising Research Center of the*

**DES MOINES REGISTER AND TRIBUNE**

500,000 SUNDAY

GARDNER COWLES, President

350,000 COMBINED DAILY

## Concerning discerning people

"What do magazines have that is distinctive, that sets them utterly apart from other media? Well, magazines have participants, partakers, sharers—readers. And magazines have readers in particular frames of mind. Magazines are intimate, relaxed, leisurely, subjective . . .

"But the most unique thing that a magazine has, its most priceless asset, is selectivity. Each magazine selects its readers, the group that shares its frame of mind, and leaves the others out. What's more, magazines as a whole separate two vast and distinct groups of people in the United States—the **discerning** people and the **non-discerning** people.

"Needless to say, of the two groups, one is infinitely more important to the advertiser than the other. A discerning person is a person whose eye or mind can spot differences. He can identify. He can discriminate. He has mental vision, imagination. Reputation and performance have a meaning to him. The names and reputations of certain companies are important guideposts—to the discerning."

William E. Steers, President  
Doherty, Clifford, Steers & Shenebeld  
Excerpted from a speech before the  
Magazine Promotion Group, February 16, 1961



PHOTO BY ERIC KIMM

By their very readership of SPORTS ILLUSTRATED, 950,000 U.S. families single themselves out as belonging to Mr. Steers' discerning group—in a discerning and enjoyable frame of mind about one of the most contemporary and colorful magazine subjects of all.

And market research distinguishes this group as being highly selective as well. Median household income is \$10,835 (one of the highest of all magazines); median household head age is 42 (one of the lowest). They comprise only 1/50 of all the families in the U.S.—yet they alone bought 1/9 of all the 1961 model cars sold before January 1. They hold 1/9 of all the passports and 1/6 of all the air travel cards.

Advertising for any contemporary product or service should be appearing regularly in SPORTS ILLUSTRATED; in fact, only 4 magazines in the land carried more pages of consumer advertising in 1960.

# Sports Illustrated



## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### MULTI-SET OWNERSHIP

The growth of multi-set ownership in television homes is changing the pattern of audience and listening in several significant ways, as revealed by a study in Metropolitan New York made by Pulse, Inc.

First, is the factor of growth of multi-set ownership itself—extending the opportunity for individuals to be more selective in what they watch—reducing the tendency of TV families to compromise their own selective viewing wants in favor of general interest shows that everybody in the family agrees to watch. Pulse found that 25 per cent of families have more than one set, and 30 per cent of the one-set families say they plan to buy more.

Second, when families add a second set, more of the viewing moves out of the living room. There is no longer a need for a common family location for the set. Set location is in the living room in 92 per cent of single-set homes; but in only 42 per cent of multi-set homes is there any set in the living room. In those multi-set homes that do not have sets in the living room, favorite locations are bedrooms.

Third, new requirements and opportunities in audience measurement develop as multi-set ownership grows. TV researchers will be able to study who watches what for how long by studying the characteristics of TV set audiences per set in multi-set homes.

### LONGER STATION BREAKS

When Oliver Treyz, replying to Young & Rubicam's complaints anent ABC-TV's 10-second addition to station breaks, answered by citing the resulting small percentage decrease in program time, he did little to conceal the steady erosion in program time over recent years. Ironically, this very erosion demonstrates, as well as anything can, ABC's contention that "there is nothing harder to stop than a trend."

Here's the record of this one:

Station breaks, the time between network programs, as set by the networks and affiliates themselves, have gone from 15 seconds in 1948 to 20 in 1951, 30 seconds by 1956, and now, 40 seconds.

That doesn't count seconds shaved from network time by some hungry stations, nor does it include the CBS

threat to raise ABC's ante by two seconds, should it become "necessary competitively to make such expanded night-time breaks available to our affiliates."

Latter statement is one of the few hints in the flock of telegrams, letters, and memos to advertisers flying between agencies and networks as to what started the shouting. "Competitive" here, network vs. network, refers more to the competition for affiliates than to that for the advertising dollar. Affiliates say they've lost too much revenue to network announcement carriers and to the increase in hour shows that have eliminated some station breaks completely. They want to know what the networks are going to do to make up the loss.

And the networks must do something. An idea of the ferocity of their competition for top affiliates can be gleaned from the station trading in at least eight markets in the last eight months, with seven of the switches, says ABC, working in its favor.

This 10-second bone for stations, then, is one move to placate stations. But, as middlemen, the networks can't seem to satisfy affiliates, without antagonizing advertisers and vice versa.

Another possible network move, under consideration by CBS, is to allow for 70-second station breaks following some participating shows. NBC has had the 70-second break in effect since the fall of 1960, following "The Americans," "Laramie," and "Outlaws," all ending at 8:30 p.m. on various weekday evenings, all sold on a participating basis.

### INSERTS AND PREPRINTS

A questionnaire sent to newspapers in March by Standard Rate & Data Service, Inc., is the first step to publishing a summary tabulation of basic data on acceptance, rates, and policies concerning multi-page inserts and rolled color preprints.

Because of increased advertiser and agency interest in preprints and in preprinted sections or supplements that can be circulated with newspapers for less than individual mailing costs, SRDS is asking publishers to complete data sheets including such information as total charges for various size of units, possible discounts available by combining preprints with other space used by the same client,

## Scope on Media

press runs, days accepted, leeway days, and required lead time for delivery.

Tables of basic data gleaned from returned proof sheets will be incorporated monthly in SRDS *Newspaper Rates & Data*.

### COST OF MAGAZINE SPLITS

The premium for regional editions compared to national varies from 15 to 61 per cent, according to a check of five magazines offering regional splits tabulated recently by Leber & Katz, New York advertising agency. Costs were compared on the basis of cost per thousand for black-and-white pages in each regional and in the whole edition. Considerable variation was found between editions of individual publications as well as between the increment for regional splits of different magazines. The ranges in premium charges were as follows:

*Esquire*, from 15 to 36 per cent.

*Time*, 20 per cent in all regionals.

*Life*, from 15 to 43 per cent.

*Better Homes & Gardens*, from 18 to 33 per cent.

*Reader's Digest*, from 22 to 61 per cent.

Reason for this variation is, of course, the difference in costs incurred by each publication in accomplishing the splits. Although splits are a handy means for relating national advertising objectives to regional promotional activity, it is important for media buyers to make clear the extent to which regionalization bites into budgets at the time the use of them is planned.

### SIGNALS FROM THE NEW FRONTIER

Recently, outgoing Federal Communications Commission chairman Frederick W. Ford went before the Senate Interstate Commerce Committee to ask legislation that would require every television set shipped interstate to be equipped to receive ultra high frequency (UHF) as well as very high frequency (VHF) television signals.

The implications of this request to media buyers are far-reaching. At present, 49 of the top 100 metro markets are served with only three television channels. There are 19 other markets in the top 100 that can receive only one or two channels. The result: a tight market for TV time now and in the foreseeable future.

The fact is that the present system of 12 channels (2-13) is inadequate, and has been since FCC froze new station construction in 1948. It then set about unscrambling the allocations system in order to prevent interference between TV stations and among private communications and commercial broadcasting.

FCC's decision in 1949 retained good separation among existing channels, and took private communications out of the broadcast band, thereby improving the quality of the service. But the results was a ceiling on the number

of VHF stations that could be squeezed into the existing system. To compensate, the commission opened up the UHF band (channels 14-83) to commercial broadcasting and unfroze station construction in 1952.

But this action was too late. In the four years between 1948 and 1952, the VHF stations had grown and become established. More important, they had accustomed advertisers to the broad signal coverage that VHF channels offer. In markets with VHF stations, the UHF stations could not compete, because their higher frequency of signal limits their coverage of the market. Furthermore, a VHF-oriented equipment industry has not helped. Barely one out of six receivers in the U. S. can receive UHF telecasts.

FCC's recommendation to Congress will help in this latter area, by opening all the potential audience for UHF. But in a larger context, full reception will not compensate for narrow signal coverage in the minds of advertisers. The UHF stations will still be at a disadvantage in respect to the powerful VHF stations.

One solution that the commission has not asked for has been suggested many times, both by individual FCC commissioners and by other members of the industry: move all telecasting into the UHF band, and release VHF channels for other purposes. This will have several effects: first, enough channels to provide maximum competition; second, the kind of local service to local communities that communications theorists would like to see. To media buyers, under this latter possibility, the loss in coverage obtainable from buying one VHF station will be substantial. One may have to buy time on two or three UHF stations to equal it. But the increased access to TV channels offered by a vastly larger number of stations might make up for it.

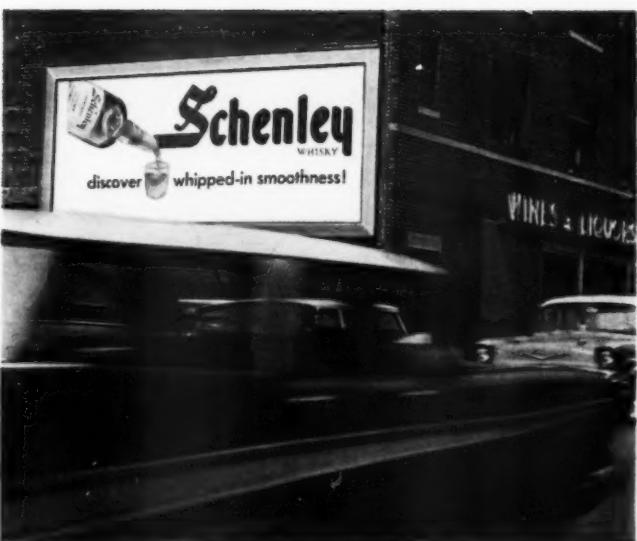
### POINT-OF-PURCHASE CPM

That formula promised sometime ago (*MEDIA/SCOPE*, August 1960, January 1961) by the Point-of-Purchase Advertising Institute, to allow calculation of cost-per-thousand exposure attributed to store window displays, is now here, "offered more in the nature of a possible model for consideration than as a definitive plan for us across the board."

Three steps of the formula are:

1. Average exposure per day  $\times$  number of displays = real exposures per day.
2. Real exposures per day  $\times$  projected life of unit = total real exposures per unit.
3. Total cost  $\div$  total exposure (in thousands) = cost per thousand exposures.

It develops from the techniques used in another study for POPAI by Mass Marketing Research, Inc. This indicates shopper awareness of displays and actual purchase of products "made on the basis of seeing a display."



# Follow up... keep selling with the persistence of Outdoor!



Newspapers and Outdoor—a selling team! Work them in double-harness. With Outdoor, your sales message is here today and tomorrow... selling around-the-clock for a full 30 days. Outdoor does this in big size and full color, close to the point of sale.

*The reach:* 94% of car-owning households.

*The frequency:* 21 times a month.

You reach more people, more often, at lower cost with Outdoor than with any other primary medium. Ask an OAI representative to explain how much added impact you can give your sales message, at low cost, with the persistence of Outdoor.

**OUTDOOR  
ADVERTISING  
INCORPORATED**



With offices in: Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

U.S. News & World Report, May 1961



What made th

One reason advertising like this works so well for Fleischmann's is that each dollar invested in the Digest buys double the chances-to-sell. According to a survey by Alfred Politz, the average ad page in the U. S. edition is looked at 60 million times . . . twice as often as in other leading magazines.

# de this one margarine grow so far so fast?

## How Fleischmann's used Reader's Digest to help turn a new product into a top seller in less than a year

"After achieving national distribution in late 1959, Fleischmann's Corn Oil Margarine, made from 100% golden corn oil, enjoyed an unusually fast sales growth. It has grown at a faster rate than any other margarine," reports Joel S. Mitchell, Chairman of the Board of Standard Brands Inc.

"Reader's Digest definitely helped in this growth," Mr. Mitchell continues. "Sales increased remarkably when we used two coupon advertisements in the Digest. The first appeared regionally in August, 1959, before we had national distribution. The second ran nationally in November, 1959.

"Reader's Digest gets a large share of our magazine budget for many reasons," Mr. Mitchell points out. "Originally, its regional flexibility let our advertising coverage grow with our distribution. Now, it gives us coverage of one out of every four families all across America. Moreover, in the Digest we reach high-income, educated, knowledgeable people."

Standard Brands has been successful, too, in building sales through its advertising in the Digest for Royal Gelatin and Royal Puddings, Chase & Sanborn Instant Coffee and Instant Siesta. Recently it also used the Metropolitan New York Edition of the Digest to initiate advertising of new, Fleischmann's unsalted Sweet Margarine, which is presently in regional distribution.

Why not benefit from the experience of one of America's most successful marketers? Your product will grow best where it has the most chances-to-sell. And each dollar you invest in the Digest buys *double the chances-to-sell*.



### Standard Brands uses Digest internationally

Standard Brands, one of America's most successful international marketers, has increased its business overseas every year since forming its international company in 1947. It markets in more than one hundred countries, uses Reader's Digest editions in Canada, Latin America, Europe and Africa. Standard Brands knows that overseas, as in the United States, more of its best customers and prospects read the Digest than read any other magazine. Last year a most successful promotion was a 20-page detachable insert in the Digest's Caribbean Edition.

*People have faith in*

# Reader's Digest

advertising  
so well for  
s that each  
ed in the  
ouble the  
According  
by Alfred  
ge ad pag  
dition is  
million times  
often as in  
magazines.

Memo to Advertisers:

It doesn't take a sharp pencil to figure that the Long Beach Market is a top "buy" in California

Take a look at Media Records for the year 1960

TOTAL DISPLAY ADVERTISING

Top 5 California Dailies

Morning Only

Los Angeles Times	30,852,164
Los Angeles Examiner	16,352,116
Long Beach Independent	16,359,432
San Jose Mercury	15,870,063
San Francisco Examiner	14,347,044

Evening Only

San Diego Tribune	22,024,206
Sacramento Bee	17,751,921
Oakland Tribune	17,242,565
Long Beach Press-Telegram	17,157,760
San Jose News	15,908,634

Get the point?

ASK THE HODDER-JOHNS MAN

**Independent**

**Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

the INTERNATIONAL CITY

now over half-million population.

## Trade Talk



Dave Washburn

**Sore Point . . .** Increasing consumer magazine circulations have started a new rash of advertising rate increases taking effect this year. Most of the announcements of raised rates seem to include the information that circulation increases are caused by increased vitality of the books' editorial content which results in broader demand for the publications. Rarely, however, is this accompanied by the news of a hike in costs to the magazine purchaser. A notable recent exception was *Look Magazine*'s cover and subscriber price increase. This sort of thing seems to give media buyers and advertisers increased confidence in the property, rather than the chagrin felt as a result of placing the cost burden of the magazine on the advertiser alone.

**Face Lifting . . .** Agency media buyers and their clients have been anxiously awaiting the results of the editorial treatment changes which it is reported the *Saturday Evening Post* is making. The reason that the interest is running high is that while the *Post* has made editorial changes before, the real current reason for revamping isn't particularly clear. *Post* circulation in 1960 was up, and was accompanied by a new high in space sales. The answers to "how" and "why" and the results of all this should be interesting.

**Who's on "First" . . .** The recent sales promotion ads for both the *Ladies' Home Journal* and *McCall's* could easily confuse their readers. The confusion is brought about by both publications claiming that they are first for women. The *Journal* uses its circulation records for the last 20 years, including all of 1960, while *McCall's* stresses its recent passing of the seven-million mark and 1960 lineage. The confusion is compounded by the appearance of advertisements for both magazines in the same issues of the same trade and consumer publications. It looks as if the argument will be won by the magazine sales staff that can convince the most media buyers that *their* criteria for determining who's first is the right one.

**Color Capers . . .** The National Broadcasting Company, color television's outstanding champion, seems to feel that Zenith's plans to add color sets to its line will contribute a much-needed shot in the arm to both color set purchase and color program viewing. With no one denying that color television will be in every television home one of these years, it seems that color-using advertisers are not yet flocking into the field. While Kodak's switch from CBS to NBC created excitement, for some reason media buyers and their agency's clients did not dash out and buy color TV. It seems that they feel that the present estimated 600,000 color TV homes, out of a total of more than 46 million television homes, is still not going to add too many additional viewers.

**Proof . . .** Much excitement has been created through the Association of National Advertisers' suggestion that broadcasters should provide proof of "insertion." With Broadcast Advertising Reports (BAR) pointing up broadcast "inefficiencies," it seems that the advertisers feel that they are entitled to something more than the currently provided, and apparently inadequate, "affidavits of service." BAR is working on the idea of making available to broadcasters a verification service that may make the advertiser happy and the broadcasters more efficient in the keeping of their station logs as required by the Federal Communications Commission. It has been suggested that media buyers and their clients would welcome seeing "BAR" as a part of broadcast rate listings in Standard Rate & Data Service as an indication that the broadcasters stand behind the services they sell.

Your prime  
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Here's the  
buy" prospe  
moment the  
National  
you select  
stories to co  
regional or

He may  
get the  
message  
here,  
but...



## your ads in the Yellow Pages sell him when he's ready to buy

Your print and broadcast advertising sets him up—but the Yellow Pages delivers the final *selling* punch! Here's the perfect opportunity to influence "ready-to-buy" prospects with your *selling message*—right at the moment they're making a buying decision.

National Yellow Pages Service makes it easy. Let's you select any combination of 4,000 Yellow Pages directories to cover your precise market, whether it's national, regional or selected areas. And one contact, one contract,

one monthly bill will take care of everything.

For full information on how you can complete your *selling* advertising program and complete more sales, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL





Craft Center

# THIS IS WORCESTER

An All America City... the 2nd largest market in Massachusetts

At Worcester's Craft Center, the only educational institution of its kind in the U.S., hundreds of students, young and old, receive instruction in a variety of crafts from full-time instructors all of whom are listed in "Who's Who in American Art."

Enthusiastic classes study woodworking, pottery, design, furniture refinishing, ceramics, enameling, silver-smithing, metal-working, and weaving—each member learning to effectively express himself in his chosen craft.

This creative leadership reflects Worcester's position as the 2nd largest market in Massachusetts.

\*Award by the Nat'l. Municipal League and Look Magazine.

Worcester stands for big business, yours included.



The Moloney, Regan & Schmitt representative knows Worcester.

Circulation: Daily 155,015  
Sunday 103,332

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

## Letters from Readers

### CHECK LISTS

I'm quite impressed by MEDIA/SCOPE's tips on mailing lists and the Media Planners' Check List as they were inserted in the March issue of your magazine. I find these very helpful not only to myself, but also in explaining these problems to others.

CARL T. MILLER  
Manager, sales promotion, Chrysler  
Airtemp, Dayton, Ohio.

### VITALLY INTERESTED

As a media buyer I am vitally interested in MEDIA/SCOPE. It is doing an excellent job, and I look forward to it each month.

D. R. HUNTER  
Media supervisor, Young & Rubicam, Inc., Toronto.

### WHO BUYS?

Your article, "What the Agency Should Tell About its Media Selections" (by Robert C. May, MEDIA/SCOPE, March 1961) raised several questions and gave some answers, but it did not go deep enough, as Mr. May admits. His question, "How many recipients of the publication selected are in a position to influence (directly or indirectly) the purchase of equipment," is only partly answered by circulation figures, as Mr. May states.

Business and news magazines continually put out fancy, expensive, four-color multipage booklets on coated paper telling you circulation is up 18 per cent or advertising pages are up X per cent or they carry more pages of scientific news, etc. This information might be the icing on the cake, but is actually quite useless, and goes promptly in the wastebasket.

Advertisers are interested in many things, but when you come right down to it they're interested in just one thing—to sell. And in order to sell they must know who buys and who influences the buying.

If the magazines would use the money spent on wasteful propaganda, and devote it to a complete survey of who buys or influences, they would really accomplish something worthwhile. However this information should be put into comparable form,

so the advertiser may compare one magazine with the other on whatever basis he desires, whether cost, or some other basis.

If the magazine is really smart, it'll go one step further, and break down its circulation by SIC number.

If the magazines were to carry out these projects, they'd be doing a real service to the advertiser.

JOHN W. MARSHMAN

Advertising manager, Copease Corporation.

### FARM STORIES

We are grateful to you for the farm stories you ran in your March issue. I refer particularly to the one under the heading, "Scope on Media," entitled "Farm Budgets and Potential," and the one by D. R. Collins, "How To Use the New Census of Agriculture."

E. C. Nairn

Executive secretary, Agricultural Publishers Association, Chicago.

### ST. LOUIS STORY

Just a note to congratulate you on your special market report in your March issue entitled, "St. Louis: The Market and Its Media."

While *The Sporting News* is a national publication, and could not be included with local media such as newspapers, radio, and television that serve the metropolitan area only, we did want you to know that we, as publishers, thought you did a fine job.

C. C. JOHNSON SPORTS

Vice president, *The Sporting News*, St. Louis.

### FRANCHISE CIRCULATION

The article by Howard G. Sawyer on franchise circulation in your February issue was of great interest to us, as it comes nearer describing an operation than anything I've seen in print.

I think you might be interested in seeing how we work our circulation and am inclosing a folder which explains it. As you can see from the coverage map we have, in the 100 counties, our own version of the

(Continued on page 41)



## How to sell today

413 BUSINESS FIRMS PURCHASED 10,248 REPRINTS OF THIS USEFUL REPORT

The modern salesman represents the very personality of his company, according to the editors of *Nation's Business*. In "How to Sell Today," (October issue) they describe the skills essential to fulfilling the new, broader functions of selling . . . becoming a "business counselor." Because all forms of selling are on the rise, this report stimulated requests for 10,248 extra copies from 413 firms. Business executives respond to *Nation's Business* — that's why advertisers use more coupons and "keyed" advertisements in *Nation's Business* than in any other general business or news magazine. Action in business results when you advertise in *Nation's Business*.



**Nation's Business** WASHINGTON / ADVERTISING HEADQUARTERS - 711 THIRD AVENUE, NEW YORK 17, N.Y.

# This SERVICE magazine is for HIM

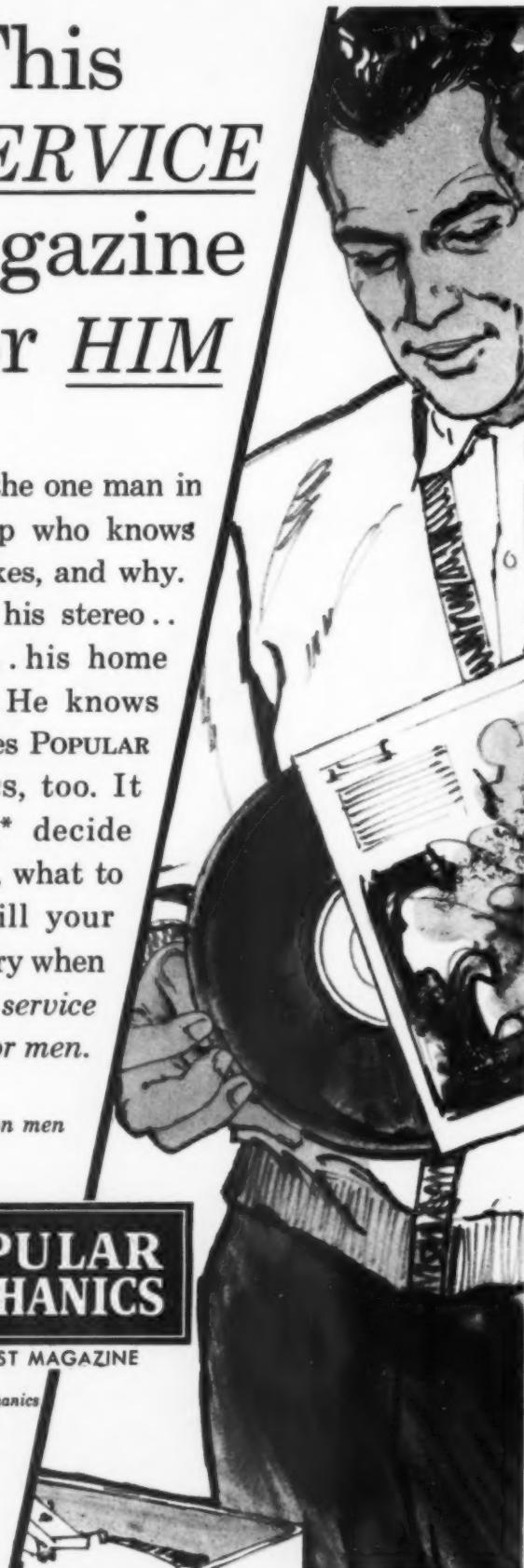
PM is for the one man in every group who knows what he likes, and why. He knows his stereo... his boat... his home workshop. He knows why he likes POPULAR MECHANICS, too. It helps him\* decide what to do, what to buy. So will your product story when it is in the *service magazine for men*.

\*and five million men like him

**POPULAR  
MECHANICS**

A HEARST MAGAZINE

reporting the mechanics  
of modern living



(Continued from page 18)

chise circulation. And we have had for many years prior to *Oral Hygiene's* 1911 date.

There are about 40 wholesale drug companies who buy the book from us, along with four large feed mills. These books are imprinted with their names, and they pass them along to retail drug and feed stores for final free distribution to the readers. The demand for them always exceeds the supply.

The important difference between us and what Mr. Sawyer described is that we have no lists of readers' names. Neither we nor our advertisers care what the readers do for a living, or what their names might be. The important thing is that they are all *customers* of the stores which hand out the books.

Our circulation of 2,300,000 is audited by VAC. We are not eligible for one reason or another for the other services.

We have on hand bound volumes of all but 14 of our 155 annual issues, and also a photostat of our original 1807 cover.

GEORGE M. KOHN, JR.  
General Manager, *Grier's Almanac*

## BIND-IN-ENVELOPES

We were very much impressed with the article, "How Good Is a Bind-in Envelope?" that appeared in your January 1961 issue.

RAY GARRET  
Manager, production services, advertising and sales promotion, The Champion Paper and Fibre Company, Hamilton, Ohio.

## ITEMS ON RESEARCH

I feel that your publication stands head and shoulders over all others in the field of *advertising research*. I realize that terms covers a lot of ground, but you have been able to keep on top of it better than other publications.

HOWARD E. HOW  
Research account executive, Campbell-Ewald Company, Detroit.

## ENJOYS ISSUES

It seems that *MEDIA/SCOPE* gets better and more interesting each month that it is published. I enjoy every issue.

L. H. COLLINS  
President, Media Records, Inc.

TIE IN WITH

WTVT • TAMPA-ST. PETERSBURG

Now 27th in  
Automotive Dealers  
& Store Sales\*



It pays to tie in with WTVT,  
the station that dominates  
the Tampa Bay area, where yearly  
Automotive Dealers & Store Sales  
total a powerful

**\$218,102,000**

and the additional 21-county area  
served by WTVT brings yearly  
Automotive Dealers & Store Sales  
to an impressive

**\$395,194,000**



SHARE OF AUDIENCE 43.3%

Latest ARB 9:00 A.M. - Midnight

CHECK THE TOP 50 SHOWS!

ARB

	ARB	NIELSEN
WTVT	34	38
Station B	15	12
Station C	1	0

A.R.B., Tampa - St. Petersburg Metro Area, Nov., 1960, 2-week summary.  
N.S.I., Tampa - St. Petersburg Metro Area, Dec., 1960, 4-week average.

\*Cap. 1961, Sales Management Survey of Buying Power; further reproduction not licensed.

YES, IT PAYS TO TIE IN WITH **WTVT**  
STATION ON THE MOVE IN THE MARKET ON THE MOVE

**TAMPA-ST. PETERSBURG**

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO • Oklahoma City Represented by the Katz Agency



CHANNEL 13

# DOES YOUR CONSTRUCTION ADVERTISING

## CONTRACTORS 53%



Sales breakdown of Associated Equipment Distributors membership, 1960

Contractors	53%
Materials producers	13%
Federal	1%
States	4%
Counties	6%
Cities	6%
Industrials, utilities	7%
Mining, logging	6%
All other	4%

Are your sales lagging because your advertising reaches only *part* of construction's mass market?

Just what is the market pattern?

Contractors make about half of total purchases. But many groups account for the other half: government bodies, materials producers, industrials, strip mines, loggers, etc.

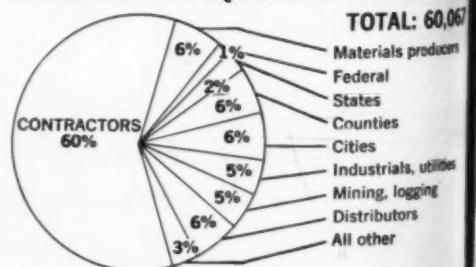
They buy equipment and supplies for construction, maintenance, or heavy materials handling.

Where can you advertise to hit all your sales prospects?

CONSTRUCTION EQUIPMENT Magazine offers:

1. Impact in every buying group.
2. Circulation pattern closest to the market pattern.

## CONSTRUCTION EQUIPMENT CIRCULATION



# BALANCE WITH THE MARKET?



**OTHER BUYERS 47%**

addition, CONSTRUCTION EQUIPMENT reaches more contracting firms (28,489) than any other magazine in its field.

investigate. See what kind of circulation balance—or lack of it—other publications offer.\* Then advertise to cover all the groups your own dealers must contact for sales.

Write for copy of report comparing the circulations of five major construction magazines with the market pattern.

is, utilities  
logging  
tors

Trade/Trade, May 1961



**Construction  
Equipment** NFP  
GPA  
**MAGAZINE**

205 East 42nd Street, New York 17  
A Conover-Mast Publication



# REPORT to paper and pulp industry ADVERTISERS

## TONS DON'T BUY

It's natural for people to assume that a big paper mill turning out 300 tons of paper a day must be a much better prospect for equipment and supplies than a small mill producing 25 or 30 tons a day. In a way this is true, but in the paper business it's not quite that simple.

Even the smallest paper mill must have its blow pit, beater, stuff chest and mixing box before the pulp starts its trip into the wet end of the paper machine. Even a low capacity machine requires a wire-cloth screen, suction boxes, dandy roll, felt, press rolls, drying cylinders and calender rolls, to say nothing of all the bearings and pumps and valves and power that make it run.

What about chemicals? Doesn't a big mill use more than a small mill? Not necessarily. A good bond paper requires several times more chemicals per ton than newsprint. A small plant turning out glassine can easily spend more for chemicals than a big paperboard mill. You just can't figure the importance of a mill by its tonnage. You have to know what it makes.

All of which points up an important fact about selling your product to the paper and pulp industry: to cover the market you have to cover all mills—the large, the small, and the in-between. High tonnage, or high dollar volume, is only a part of the answer. As one paper man put it succinctly, tons don't buy equipment; mills do.

## YES, PEOPLE BUY

One thing that is not related to mill size as much as you might think is the number of production and management people important to reach. Whether a mill is large or small, whether it makes wrapping paper or writing paper, you will find about the same number of people with the basic responsibilities: maintenance, engineering, stock preparation, paper machine, finishing. And of course the person in charge of the whole mill. These are the people *Paper Trade Journal* is edited for, primarily.

It pays to cover these functions in every mill. To paraphrase our friend quoted above, tons don't buy equipment; people do. Important people, that is.

**PAPER TRADE JOURNAL**  
49 West 45th Street, New York 36, N.Y.

# Media/quotes

## PERCEPTION

While the Committee [Audience Concepts Committee of the ARF] makes no recommendations concerning operational definitions of perception and communication, they do suggest a conceptual distinction. They define perception as an all-or-none phenomenon: it either occurs or does not occur. There are no degrees of perception.

But communication means more than merely seeing an advertisement. For example, an advertisement can add to the consumer's knowledge, change his attitude or make him resolve to purchase the product advertised. It may change his beliefs, make some more prominent than others, or even evoke moods in which his judgments operate differently. Thus we must recognize degrees of communication. We may count perceptions, but we must measure communication.

While our goal in counting perceptions is to extract from each the effect of memory, our goal in measuring communication is to learn the *degree* of remembrance. Thus, though perception and communication differ conceptually, in practice they both require measures which isolate and distinguish the effect of advertisement-plus-medium from memory, and the effect of the advertisement from that of the medium. While such measures have not yet been developed, certain procedures have been tried which show promise. — DR. CHARLES K. RAMOND, technical director, ARF, before Institut de Recherche et d'Etudes Publicitaires, Paris.

## SELECTIVITY OF MAGAZINES

The most unique thing that a magazine—any magazine—has is its most priceless asset. It has *selectivity*. Magazines do not talk to, and inform, and inspire just an anonymous mass of simple, humdrum, average Americans—though there are such people, true enough. Each magazine selects its readers, the group that shares its frame of mind, and leaves the others out.

What's more, magazines as a whole separate two vast and distinct groups of people in the United States—the *discerning people* and the *non-*

*discerning people*. The power to discern is not restricted to any economic group, nor to any educational group, nor to any age group.

Needless to say, of the two groups—the non-discerning and the discerning—one is infinitely more important to the advertiser than the other, because a discerning person is a person whose eye or mind can spot differences. He can identify, separate the wheat from the chaff, the sheep from the goats. He can discriminate. He has mental vision, imagination. The non-discerning person doesn't. He—or she—probably looks for deals, buys price items. To this person, margarine's as good as butter; ground beef, ground chuck, ground sirloin, ground round—aw, it's all hamburger. But the discerning consumer can see the differences between these products. More important, he appreciates these differences. Reputation and performances have a meaning to him. He respects "names," and the names and reputation of certain companies are important guideposts—to the discerning.—WILLIAM E. STEERS, pres., Deherty, Clifford, Steers & Shenfield, before Magazine Promotion Group, New York.

## SPEND MORE

The advertiser who has been standing pat on his advertising budget over recent years is failing to realize fully the golden opportunity offered by an expanding economy. He is baring his flank to the competition. He is inviting the parade to pass him by.

Chances are that the advertiser who is investing the same amount of dollars in his advertising budget as he did four or five years ago is not only courting marketing disaster, he is also putting an intolerable strain on the creative effort. Why shouldn't an advertiser expect to pay more for a given amount of circulation than he did five years ago, just as he does for an hour of labor, a yard of material or a foot of space? If an advertiser today can write more effective advertising copy than five years ago, then his message would be even more effective with extra dollars invested.

Like Alice's Red Queen, a man

(Continued on page 26)

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invested.  
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page 26  
scope, May 20



PHOTO BY CORRY

## Concentrated COVERAGE where it counts...

Effective coverage, concentrated where you need it, pays big dividends in the field of marketing as well as in your general appearance.

When it's coverage in the right places that you need to improve sales of your product, concentrate a strong advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer — FIRST 3 MARKETS GROUP.

In these most profitable markets, which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Sup-

plements, Radio and TV thins out. Within the decisive markets of New York, Chicago and Philadelphia — where the struggle for national brand dominance can be won or lost — *there is no substitute for FIRST 3 MARKETS' solid 54% COVERAGE* of all families.

In addition, FIRST 3's "Sunday Punch" circulation of over 5½ million reaches over half the families in 1,137 cities and towns, which produce one fourth of total U. S. Retail Sales.

To make your advertising sell *more* where *more* is sold, Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine  
Chicago Sunday Tribune Magazine  
Philadelphia Sunday Inquirer "Today" Magazine

New York, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-1994 • Chicago 11, Ill., Tribune Tower, Superior 7-8843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7940 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, Wilshire 5-3557

Scope, May 1961

# HUNTING THE PREMIUM MALE MARKET?

Cover it efficiently, effectively and economically in ELKS MAGAZINE!

Elks are adult, affluent, acquisitive—with a high median income of \$8,257\* . . . premium prospects for investments, luxuries, travel, impulse items for the entire family. As a group, they rank first in ownership\* of homes, automobiles, apparel, appliances, and personal possessions. Nearly one-half of all Elks are business owners, officials or professional men\* . . . prime buyers of business equipment and financial services.

ELKS MAGAZINE is the only publication designed to reach, influence and sell this dynamic Men's group with little duplication of mass media circulation. Cost-per-thousand? About half that of other leading Men's magazines. For complete details, write for your copy of "The Elks Market—1961."

\*1960 Starch Consumer Report



## THE Arkansas Gazette \*

\* LEADS IN TOTAL CIRCULATION

\* LEADS IN TOTAL ADVERTISING LINEAGE  
Exclusive Media Records Subscriber in Little Rock

\* WE ARE THE LEADING PAPER BY FAR  
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .



Oldest Newspaper  
West Of The  
Mississippi River

Arkansas Gazette  
Established 1819

Represented  
Nationally By  
The John Budd Co.

(Continued from page 24)

facturer today has to run fast just to stand still. He has to invest more just to maintain the relative fire-power of his advertising.

It costs about 20 per cent more in real dollars for an advertiser to obtain the same schedule as four years ago in major media. He gets about 15 per cent less coverage for a given dollar than he got four years ago. DR. E. L. DECKINGER, v.p., media director, Grey Advertising, Inc., before ANA, Santa Barbara, Calif.

## USING PUBLISHERS' SERVICES

We advertisers must utilize fully everything worthwhile and valid that a publisher turns out. If we all use his audit statement fully, we then have earned the right to ask for more information. If we all use his advertising readership research and his valid market information, we again have earned the right to demand more and better information. But if only one out of 50 advertisers uses this information, or if we pest him haphazardly with questions developed in ignorance of his market, in ignorance of basic economics or of statistics or of research, we then are only hanging a millstone of needless expense around his already sore and swollen neck. It is to our advantage that the publisher make a comfortable enough profit so that he can afford to do a competent job. ARTHUR BERLINER, media supervisor, U. S. Steel, before AIA, New York.

## MARKETING AS EMANCIPATOR

Too often marketing says: "You can't do this, you can't do that. Your prospect is merely this; your customer is precisely that."

But marketing should be an emancipator. It should unlock locks and cut bonds by suggesting and implying, by hinting and beckoning, not by defining. It should be the agent that frees, not the agent that imprisons. "Why not try this? Why not do that? Have you thought that they may be buying for these reasons? Don't forget your market is also this, also that."

To put it briefly, we need more and more affirmative, plastic, humanistic research—and less and less authoritarian, scientific dogma. And there are signs that we will get it.—NICHOLAS SAMSTAG, before AMA, New York.

# Metropolitan OAKLAND \*is on the move

IN FURNITURE & APPLIANCE SALES!



1950-\$72,966,000

Source: 1961 Sales Management Survey of Buying Power

1960-\$98,517,000



The greater East Bay (Oakland area) is an entirely separate market from the West Bay (San Francisco area)... with different local editorial interests.

...And the FACTS prove that ONLY the TRIBUNE really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

\* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT...or write to Advertising Director, Oakland Tribune, Oakland 12, California.

**Oakland Tribune**

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.  
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!



ON THE DAIS: Reginald L. Dellow, vice president and director of media, Grant Advertising; Richard C. Christian, president, Marsteller, Rickard, Gebhardt and Reed; Robert B. Irons, advertising manager, Standard Oil of Indiana; Robert R. Lindsey, director of research, Batten, Barton, Durstine and Osborn; Dr. Lyndon O. Brown, senior vice president, Dancer-Fitzgerald-Sample; Walter E. Bothhof, chairman of Standard Rate & Data Service and publisher, MEDIA/SCOPE; Newman F. McEvoy, senior vice president, Cunningham and Walsh; Roger Barton, (presiding) editor, MEDIA/-

SCOPE; Albert W. Moss, executive vice president, SRDS, and assistant publisher, MEDIA/SCOPE; Dr. E. L. Deckinger, vice president and media director, Grey Advertising; C. Laury Bothhof, president, Standard Rate & Data Service; Richard P. Jones, vice president, J. Walter Thompson Company; Joseph P. Braun, vice president and media director, Kenyon & Eckhardt; Lee Currin, vice president and manager of media, Benton & Bowles; John H. Childs, general manager of advertising and sales promotion, Texaco. Absent is Dr. Darrell B. Lucas of New York University, one of the judges.



Walter E. Bothhof congratulates Newman F. McEvoy, 1961 Awards chairman.



Albert W. Moss at rostrum.



## PHOTO HIGHLIGHTS OF ANNUAL MEDIA AWARDS

At the Waldorf, April 6

With pictures of seven  
of the 16 Awards winners.

and assist-  
president  
president,  
president,  
president,  
vice presi-  
H. Childs  
co. Absent  
the judges.

Robert B. Irons awards Bronze Plaque to Ernest A. Jones, president of Mac-Manus, John & Adams and William A. Marsteller, chairman of Marsteller, Rickard, Gebhardt and Reed.



Mr. Irons awards Certificate of Merit to John P. Cunningham, chairman of Cunningham & Walsh.



Dr. Lyndon O. Brown awards Bronze Plaque to Charles E. Swanson, and director of research, Curtis Publishing Company, for *The Saturday Evening Post*.



Dr. Brown awards Certificate of Merit to Carl R. Gisler, director of research, Fawcett Publications, for *Woman's Day*.



Richard P. Jones awards Bronze Plaque to Warren P. Peterson, director of marketing, for The Pillsbury Company, and Robert Zschunke, associate media director, for Campbell-Mithun, Inc.



Mr. Jones awards Certificate of Merit to Norman Magdanz, eastern regional sales manager, for Purex Corporation, Ltd.

## ANNUAL MEDIA AWARDS

Waldorf, April 6

### Greater Prudence in Media Buying Called For by McEvoy

"PRUDENCE IS A PLEASANT, wholesome term; this is a word which we hear all too infrequently, but it seems to me that it epitomizes everything that we in the advertising, marketing, research, and media world hold to be important. The prudent media planner is the one who has a cautious and careful approach; he has a tremendous regard for the advertising dollar; he is most circumspect in his recommendations. So this year particularly I suggest the slogan: *Let's Be Prudent.*" With these words, Newman F. McEvoy, senior vice president and director of media buying and relations of Cunningham & Walsh, opened his statements at the Annual Media Awards at the Waldorf-Astoria last month.

As general chairman of the 1961 Awards, he had found, he said, that "prudence was certainly characteristic of the entries in the competition." He called the entries imaginative, thoughtfully done, interesting—but above all *prudent*.

He pointed out that basic to media analysis and planning is the objective of getting more for the advertising dollar. This he said is the dividend payer for media planners.

He pointed out that it was not long ago that the advertising business talked about dominating a medium—almost with the feeling that the individual advertiser could dominate with dollars. "We have been guilty at various times," he said, "of using expressions such as *saturating the market*."

The trend now, according to Mr. McEvoy, is toward greater concern for the dollars involved in media investments, and greater concern with how to create important impressions as the cost of advertising rises in absolute terms.

The problem today, as he sees it, is to find ways to distribute advertising dollars more efficiently. And towards that end he pointed to the Annual Media Awards as a strong motivating force.

"Prudent but imaginative media planning," he said, "is a priceless ingredient in marketing. I like to think media analysis, media planning, provide the route maps for the

marketing concept. When we put our marketing caps on we make judgments on where we should go and when. Sound media planning tells us how to get there. Sound media planning tells us what is the shortest route between the marketing plan and the attainment of objectives."

### Moss Cites New Order Of Media Management

FOUR WAYS in which the pursuit of excellence in media management can be pursued into the future were spelled out by Albert W. Moss, assistant publisher of **MEDIA-SCOPE** at the same Awards luncheon. The first of these, he said, is better recruitment methods.

Better recruitment might be fostered, Mr. Moss suggested, both by recruiting likely candidates directly from schools (as proposed by several top media planners), and also by encouraging universities and schools of business to offer courses in media and market evaluation that would stimulate students to interest themselves in this field before graduation.

His second suggestion was a training program to enable newer personnel to grasp soundly the fundamentals of the buying of advertising and to lay the groundwork for proper advancement.

His third point was concerned with a program for advanced media strategy and in the management of the media function (including the art of effectively presenting recommendations). "This is where the professionals live," he declared. "This is where the media specialists move on to become generalists. It will be their responsibility to solve the problems implicit in the expenditure of 17 to 22 billion dollars worth of advertising."

Finally, Mr. Moss pointed to the media associations that have been springing up around the country. He praised them for dedicating themselves to operation as serious rather than social societies; and he said that it would be in their seminars that many of the new problems will find their first solutions. "A national association of these chapters," he said, "would add that much more strength." ■

THE SYRACUSE  
HERALD-JOURNAL

ST.

IN DAILY NATIONAL FOOD  
ADVERTISING LINEAGE VOLUME  
IN NEW YORK STATE (including  
New York City and New England) 1960

8<sup>TH.</sup>

IN DAILY NATIONAL FOOD  
ADVERTISING LINEAGE VOLUME  
IN THE U.S.A. 1960

Grocery Product Advertisers  
have found there is one way  
to sell all this big market.

the SYRACUSE  
NEWSPAPERS

SYRACUSE, N. Y.

Represented Nationally by  
MOLONEY, REGAN & SCHMITT

## WTRF-TV STORY BOARD



T. R. Effie!

NEW FRONTIER: Things are getting so good that before long, instead of sending CARE packages, we'll be sending recipes overseas.

wtrf-tv Wheeling

SOFT SELL in the Lost Column: Lost ... twenty dollar bill near Market Street. Sentimental value.

Wheeling wtrf-tv

BARKING BOSS: "You were twenty minutes late. Don't you know what time we start work in this office?"

OFFENDER: "No, sir, I get right to work and never check to see when you all get started!"

Wheeling wtrf-tv

OVERHEARD: "OK, so she's not exactly sarcastic, but if she ever bit her tongue, bet she'd get acid poisoning."

wtrf-tv Wheeling

JOE KASELOW, N. Y. Herald Tribune columnist, recently wrote about WTRFfigures, our series of ADworld Close-ups. The calls, letters, wires and comments that resulted were amazing. As we see it, the whole world must be getting answers to "What do you know?" from this Joe.

Wheeling wtrf-tv

WHEN THE SPEEDOMETER goes over sixty-five miles an hour, you're not driving, you're aiming.

wtrf-tv Wheeling

IF YOU'RE AIMING to reach the morning, spending TV audience in the Wheeling-Steubenville Industrial Ohio Valley, George P. Hollingsberry will schedule your advertising on WTRF-TV, Wheeling. Merchandising, too!

CHANNEL  
SEVEN



WHEELING,  
WEST VIRGINIA

## Men of the Month in Media

### New Chairman of 4A's

Item No. 1 on the agenda of the American Association of Advertising Agencies as it heads into a new fiscal year is what to do about improving



Cox of 4A's seeks better image for advertising men.

the image of advertising and advertising men. Moving up to chairman of the association at this time is a man well versed in this subject from previous experience as chairman of the 4A's committee on improvement of advertising content (1957-1959), which recently became a joint venture with the Association of National Advertisers (Scope on Media, January 1961).

The new chairman of the 4A's is Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, Inc., New York. He points with pride to the enlarging work of self-policing that is in progress through the ANA-4's Committee for Improvement of Advertising Content. The work of this joint committee in persuading both advertisers and agencies to "keep the house in order," as Mr. Cox puts it, is more effective now that requests to retrain from misleading advertising are being forwarded to advertisers through the ANA and to agencies through the 4A's, with the combined prestige of both organizations behind every one of these requests.

"The problem," says Mr. Cox, "is to increase the respect for advertising of both the public and business leaders." He links this need not only with the desire to insure continued believability in advertising on the part of the public, but also the desire to

maintain and augment the extent to which business leaders value the work done by advertising men. This latter aspect, as Mr. Cox sees it, is related directly to Item No. 2 on the agenda of the agency association: to raise the level of compensation for agency services (now at a level, he says, that is creating a serious profit squeeze in the business). "We want to earn a greater respect for the process of advertising among management," he says. "To do this we must be better business men and better professional men in deed, and in image."

"The most important part of this job is to keep our own house in order. Then we can attack the limited public that is critical of advertising, at the same time that we attack the fringe of bad advertising."

Related to this program, of course, is the report prepared by Hill & Knowlton, the public relations firm hired by the 4A's to study the problem of public respect for advertising.

During Mr. Cox's chairmanship, as a result of this study, the 4A's will enter into several new projects. These include: a new magazine of its own, *Advertising Today*, to be sent to influential publications and other opinion leaders, starting in September; a university seminar at which advertising executives will meet with educators; a research program aimed at discovering the motivation of opinion leaders who attack advertising.

### Dentsu's Yoshida

The most influential man in Japanese advertising is easily Hideo Yoshida, the dynamic, 57-year old head of Dentsu Advertising, Ltd. who was recently named International Advertising Man of the Year by the International Advertising Association. Starting almost from nothing, Mr. Yoshida turned Japanese advertising agencies from a collection of small news agencies and space brokers into a modern industry modeled along U. S. lines. In the process, Mr. Yoshida built his own agency into one of the world's largest—29 offices in Japan billing more than \$148 million annually, and employing nearly 3,000 persons.

Dentsu today has some 5,000 ac.  
(Continued on page 36)



# GRAND RAPIDS

MICHIGAN

## ALL-AMERICA CITY

### VIGOROUS ACTION BY CITIZENS AND GOVERNMENT BRINGS COVETED AWARD TO WEST MICHIGAN SALES CENTER!

"1960 All-America City" is the latest title bestowed upon Grand Rapids . . . the sales hub of the giant 23-county West Michigan market. In competition with more than 100 other communities across the nation, Grand Rapids is one of 11 cities commended for outstanding 1960 civic accomplishments, in the annual program sponsored by the National Municipal League and Look Magazine.

Here are a few of the civic advancements that made Grand Rapids an All-America City for 1960:

- Voters overwhelmingly approved a new airport.
- Thirteen sq. miles were added to the city through successful annexations.
- Work began on clearing land for a new 44-acre industrial park.
- Voters approved a vast downtown redevelopment program and demolition plans are under way that will convert 40 acres of rundown property into new governmental, cultural and business buildings.
- Construction was started on a new \$6,500,000 post office.

Doesn't it make good sense that the responsive citizens of Grand Rapids will make eager, able-to-buy prospects for your advertising message? There's no better way of reaching them than in the pages of The Grand Rapids Press . . . the newspaper read in 9 out of 10 All-America City homes.

Want to know more about Grand Rapids and the billion-dollar West Michigan sales market? Ask your Booth Michigan Newspapers representative for the new market manual—GRAND RAPIDS NEWSPAPER/MARKET FACTS. Also ready for distribution: The 1961 BOOTH NEWSPAPERS MARKET FOLDERS, containing circulation and market data for all Booth Michigan newspapers.



### THE GRAND RAPIDS PRESS

EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, Murray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, Sutter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, Woodward 1-0972.

A Booth Michigan Newspaper

Vol. 1, No. 1, May 1961

*For advertising men who are also business men:*

# What Good HOUSEKEEPINGS new fifty-cent cover price means to advertising

Good Housekeeping's decision to raise its cover price, effective with the October issue, not only reflects its position as *the* quality women's service magazine, but it has important meaning for advertising men who are also business men.

This change, and all that it implies, can only be fully understood against the background of what has been happening in the women's service field generally.

For more than a year, McCall's and the Ladies' Home Journal have been engaged in a highly competitive and a highly publicized circulation race.

This contest is apparently conducted on the premise that the magazine claiming the largest circulation will automatically be assumed by advertisers to be the "best"—and hopefully rewarded with corresponding advertising patronage.

From an advertiser's point of view, there are a number of things seriously wrong with this approach:

First, box-car circulation fig-

ures are not necessarily a criterion of quality—either of the magazine, the reader, or her responsiveness to the magazine.

Secondly, modern circulation promotion methods permit a publication to add circulation almost at will, *provided it is prepared to pay the price*. The higher the circulation is pumped beyond its natural level, the greater the cost. Who pays this cost?

The answer is dramatically supplied by the recent advertising rate increases of both the Ladies' Home Journal and McCall's. For instance, from January 1960 through July 1961, the circulation *base* of the Ladies' Home Journal has gone up 12%, while the black and white advertising page *rate* is up 39%.

In the same period, McCall's circulation *base* has gone up 29%, but five advertising *rate* increases have totaled 65%. The last rate increase in this period is costing advertisers \$16 per thousand for the new increased circulation on the

Ladies' Home Journal, \$14 per thousand for McCall's. (Four-color costs are up even more.)

During the same period Good Housekeeping's *base* went up 13%, but black and white *rates* increased only 21%, and the new circulation cost \$9 per thousand.

You who are concerned with the efficiency of your advertising and your ability to buy all-important continuity, cannot but view these comparisons with considerable interest.

Good Housekeeping has not considered that it could or should appeal to everyone. From its very first issue, seventy-six years ago, we have concentrated on one chosen audience—the dedicated home maker. The development of the Good Housekeeping Institute, the Seal, the Consumers' Guide and the Buyers Guide are all evidence of this fact. In depth of coverage material, in breadth of coverage in the dimension of concern for its readers' welfare, Good Housekeeping stands alone.

# means in terms of costs

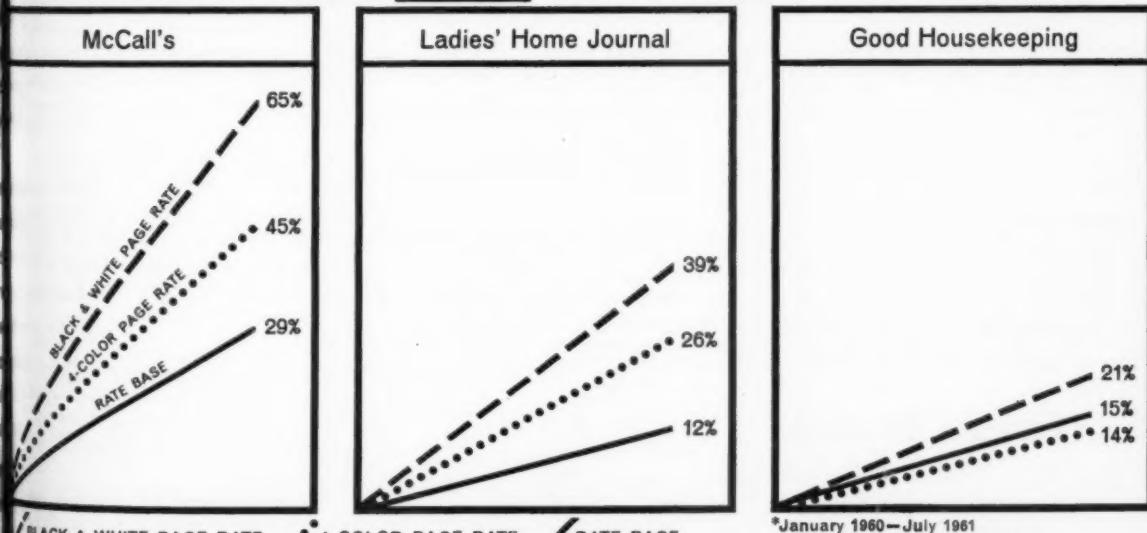
Good Housekeeping couples highest cover price among all multi-million circulation magazines with a premium subscription in the women's service field. At the same time, Good Housekeeping announces the mainte-

nance of present advertising rates through 1961. Thus we confirm our policy of publishing the best possible service magazine for our readers, and offering our advertisers a high quality audience that is both selective and responsive—at an

equitable rate.

We believe this philosophy of considering quality first, for both reader and advertiser, is what makes Good Housekeeping different—and what makes it a great advertising medium.

## INCREASE IN PAGE COSTS COMPARED TO RATE BASE\*



# Good Housekeeping

Magazine and Institute/A Hearst Magazine





## in HOME STATE Farm Papers

You Earn Flexible 4, 5, 6, 7, 8-Paper Rates

Now—full *freedom of choice* is yours in Home State farm paper advertising. Here is a group of 8 leading state farm papers with identical page sizes. And look at your new opportunities . . . .

**Combination rate savings**—earned on 4 up to 8 papers (as much as \$1,382.40 on a black and white page) . . . any size ad,  $\frac{1}{4}$  page or larger, inserted in several papers during any 90-day period.

**Different copy for each state**—no premium.

**Free Bleed**—in *roto* papers.

**ROP Full Color**—you can run glamour and prestige copy at surprisingly low cost. Spot color—no plates.

**Color Matching**—exactly to your guide sample—only \$200 per publication. Choice of second standard color—red,

yellow or blue @ \$100.

**One order. One bill**—does the job for all 8 publications or for any combination.

**Straight-Line Advertising Services**, if desired to localize, focus and sharpen your selling.

You'll advertise with far greater results in these 8 MARKET LANDS OF PLENTY—\$3,000,000,000 total farm income—1,000,000 circulation. Yes, there's a whole new look in farm advertising—send for brochure that shows your earned combination discounts.

## Home State Farm Paper Unit

1010 ROCKWELL AVENUE  
CLEVELAND 14, OHIO



TOP-THIRD FARM STATES...TOP-OF-THE-SOUTH STATES

(Continued from page 32)

counts, and handles some 30 per cent of all Japanese advertising. When Mr. Yoshida joined the company in 1928 (a depression year for Japan), the agency billed \$1 million, and shared the general low repute of advertising in Japan.



Dentsu's Hideo Yoshida: He brought Madison Avenue to the Ginza.

Trained as an economist at Tokyo's Imperial University, Mr. Yoshida spent most of his career in Dentsu's media department, rising to manager of print media. Actually, print was all that was available, since broadcasting was non-commercial and government-controlled.

Mr. Yoshida early became a close student of American advertising methods, and pressed for adoption of these methods at Dentsu. But government encouragement of monopoly rather than competition, and the onset of World War II frustrated his efforts. His opportunity came with the war's end. Mr. Yoshida was made president of Dentsu in 1947. He immediately embarked on a series of reforms and an aggressive new-business program. Among other things, he hired a number of former government and military officials who had wide acquaintance among businessmen.

One of Mr. Yoshida's greatest achievements was his successful campaign to open up commercial broadcasting in Japan. He is credited with being the major force behind this development.

For many years, Mr. Yoshida agitated for reforms that would bring order out of the chaotic circulation and rate structure of Japanese newspapers. Largely through his efforts, the Japanese Audit Bureau of Circulations was established about five

(Continued on page 38)



## The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact

that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.

**WJR** DETROIT  
760 KC 50,000 WATTS

Represented by Henry I. Christel Co., U.S. & Canada  
Atlanta • Boston • Chicago • Detroit • Los Angeles  
New York • San Francisco





## \$2 billion shot you can make blindfolded!

Put yourself next to the pin in the 84 counties where retail sales total \$2 billion . . . the Augusta, Columbus, Macon and Savannah trading areas. How? One shot with the Georgia Group newspapers . . . read in 4 times as many homes as any other paper. The Georgia Group is a package buy, with one order, one bill, one check . . . and 13% savings on 10,000 lines. Call your local Branham representative for full information. Follow through with the winning foursome . . .

THE  
**georgia group**



AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News  
SAVANNAH News and Press Represented nationally by THE BRANHAM COMPANY



## Hospitality In Deed !



Creatively, it's the basic management technique which animates the greater hotel market . . . fine hotels, motor hotels, resort hotels and clubs, and now even "boatels" . . . makes them aggressively luxurious and convenient. And with what?

With the products that, most influentially of all, are advertised in HOTEL WORLD-REVIEW & MANAGEMENT. First publication in this greater hotel market, majoring in news weekly, with 48 issues yearly. Number One in advertising lineage (1288 pages, 1960). Total Circulation of 14,500 . . . hotels, resorts, and now over 3,700 motor hotels. Reader-rated on merit and affection with a terrific subscription renewal percentage of 78.9%. Yours for really hospitable exposure where hospitality IS the market.

## Hotel World-Review

and MANAGEMENT

The hotel-motor hotel industry's national news weekly

An Ahrens  
Publication

230 Park Ave., New York 17, N. Y.  
8721 Beverly Blvd., Los Angeles 48, Calif.

505 Eight-O-Five Peachtree Bldg., Atlanta 8, Ga.

201 N. Wells St., Chicago 6, Ill.

111 Sutter St., San Francisco 4, Calif.

(Continued from page 36)

years ago. The organization has made great progress since then, although audits are still conducted on the newspapers' premises only by the invitation of the publisher. It is expected that within two years, uniform audits will be compulsory.

### New NBP Chairman

Marshall "Bud" Haywood, Jr. is the new chairman of the National Business Publications. A man of strong conviction as to the good future of the business press, he is president of Haywood Publishing Company, Chicago.

"The industrial and scientific press," says Mr. Haywood, "is the



only method of education beyond schooling for the bulk of our people. Therefore, the business press provides the greatest means of dissemination of information available today."

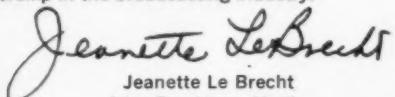
Following his education at the University of California and Princeton, Mr. Haywood joined the family-owned Haywood Publishing Co. printing plant in Lafayette, Ind., in 1934. In 1937 he was named general manager. After World War II service in the 9th Armored Division, he rejoined the company in the Chicago publishing offices, and became president of the company in 1948.

When NBP was founded in 1948, Haywood Publishing became one of the Charter members, and Mr. Haywood was one of the original 12 directors. He has served as chairman of the practices committee, standard practices committee, membership committee, headquarters committee, research committee, legislative committee, and as chairman of the plant distribution committee.



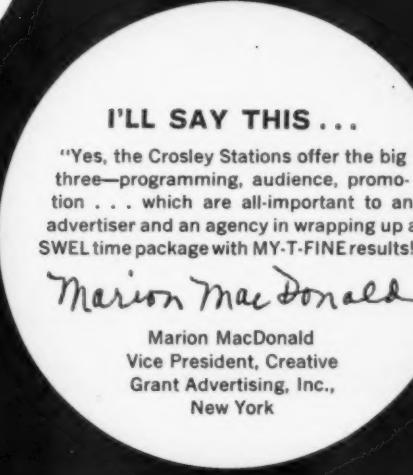
### YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."



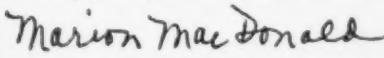
*Jeanette Le Brecht*

Jeanette Le Brecht  
Vice President, Media  
Grant Advertising, Inc.,  
New York



### I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"



*Marion MacDonald*

Marion MacDonald  
Vice President, Creative  
Grant Advertising, Inc.,  
New York



Planning a promotion in the Pacific Northwest?

think  
twice  
about  
Tacoma

**Automotive  
Sales  
\$61  
Million**



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle and Tacoma. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

**1.** Tacoma must be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

**2.** Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%\* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

\*Newspaper Rates and Data

**TACOMA NEWS TRIBUNE**—An "A" schedule must. Circulation now more than 86,000. Ask the man from Sawyer-Ferguson-Walker Company.

## Media/forum

### QUESTION:

**Have you any criticism of the 30-days' advance confirmation limit on spot television availabilities?**

ALBERT A. SESSIONS, timebuyer, Lawrence C. Gumbinner, Inc. — Thirty-days' confirmation? They'd be fine if they really existed. But too often, such confirmations are "subject to renewal by present advertiser." Since the present advertiser, in turn, has to give only a two-weeks' notice of cancellation, the confirmation truly isn't (until almost before airdate.) This makes it hectic to get out orders, discs, or films, and correct schedules to clients. It also makes it impossible to give the clients' field men time to merchandise the campaign.



LEE EDMISTON, media director, Keller-Crescent Co., Evansville. — Our local-regional TV activities are not affected by the 30-days' advance confirmation limit. It may be a disadvantage to some agencies, who may need more than a month to prepare merchandising support for their

schedules, but we handle only programs built of spot announcements. These are never merchandised to any appreciable extent, largely because

each usually represents a "last minute" decision on the part of the client, thus obviating the possibility of doing much in the way of merchandising.

Media/Scope, May 1961

MARK S. OKEN, media buyer, Kenyon & Eckhardt, Inc., Detroit. — My criticism of the 30-days' advance confirmation limit is that it can preclude the opportunity for a long-range advertiser to firm up a top-rated TV spot before it becomes generally available to the industry. Although this is, for the most part, a fair safeguard for national cyclical advertisers, it may be taken advantage of by local accounts through their securing the more desirable time slots ostensibly the moment the 30-days' advance period starts.



LEE C. HANSON, broadcast supervisor, MacManus, John & Adams, Inc., Bloomfield Hills. — We find that the "30-days' confirmation limit" on orders is like a temporary pre-emptible period — subject to pre-emption until 30 days, at which time written confirmation is issued. Usually, the stations accept our order as much as three months in advance. The positions may be sold to a longer-term or program advertiser before the 30-days' period, but this is, of course, acceptable to us. The number of times it happens is very slight, and by so doing, the stations allow themselves the protection they deserve. ■



### USEFUL FACTS ABOUT

## PLAYBOY

**the magazine with proven impact in the top-quality young male market**

### EDITORIAL

In bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

### CIRCULATION—1,144,077

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 12/31/60—1,144,077. Playboy has more than 225,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

### CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines included in the STARCH CONSUMER MARK MAGAZINE REPORT, the only audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

### AGE

24.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. **Only** magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

### INCOME

The median income of the Playboy household is a high \$8,150.

### MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

### URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to *The New Yorker* among all national magazines. (ABC 12/31/60.)

### APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

### PHOTOGRAPHY

82.4% of all Playboy households own a still camera, 25.8% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

### TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

### AUTOMOBILES

47.8% of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for **any men's** magazine.

### TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. **No** other magazine reported by Starch has a higher degree of readership by male smokers.

### LICOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.3%—whiskey . . . all three highest of any men's magazine.

### INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

### APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

### RADIO-TV-PHONOGRAPH

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

### RESPONSIVENESS

One month after Broadstreet's first ad ran in Playboy, they reported: "We have sold over 520 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list." The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ad in Playboy have produced 10,200 inquiries—25% more return than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly the kind who will be requiring extensive travel services."

### PLAYBOY

720 Fifth Avenue/New York/Ci 5-2620  
232 E. Ohio/Chicago/MI 2-1000

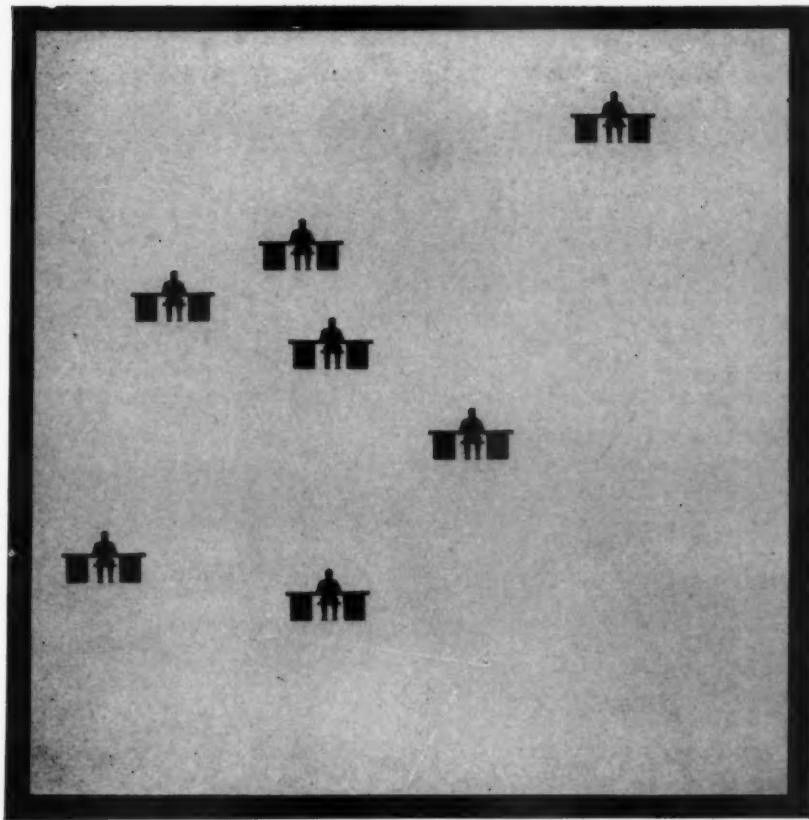
in Hartford it's the and in the Hartford Courant it's



In wealthy Connecticut, second only to Alaska in family buying power (Sales Management 1960 survey), and first in life insurance and stock ownership, the HARTFORD COURANT occupies a unique position. It is the largest morning newspaper in the state, and largest in all New England outside of Boston. Among newspapers of 100,000 circulation or larger it is also the fastest-growing in New England (ABC Publisher's statement, September, 1960). Founded in 1764, the HARTFORD COURANT is the oldest newspaper in America and ranks high among the country's finest in prestige, influence and reputation for integrity. The HARTFORD COURANT, with more than 157,000 circulation, reaches over 30,000 more homes than any other Connecticut newspaper—morning, evening or Sunday. It is the only Sunday newspaper in the two-billion-dollar, four-county Hartford market which makes up practically half the state. Two week-end newspapers in Hartford distribute syndicated Sunday magazines. But the first newspaper, the SUNDAY COURANT, distributes PARADE... and has done so every year since 1949.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.



## EFFICIENT 7

Seven time buyers for Agency X work together in one big room, their desks arranged as pictured. In the interest of efficiency\*, they request partitioning to separate each desk. But due to high overhead the agency can afford only three straight walls.

The time buyers found a way to draw three straight lines on the floorplan so that each desk is completely separated from the others. Send us their solution (on this page if you wish) and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you've already won it, say so in your entry and we'll send you a different prize.)

\* In the interest of efficiency (i.e., reaching the largest audience), time buyers pick WMAL-TV in the Washington market. It's first, 6 P.M. to Midnight, all week long. (NSI Jan. '61)

# wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.



# THIS IS THE PRO\$PER BOSTONIAN

*She reads the morning Herald or the evening Traveler . . . she and her family give these papers their circulation lead in the "Upper ½" — the fastest-rising cities and towns in the Boston Standard Metropolitan Area. Typical "Herald-Traveler towns" show a 12% greater population gain since 1950 than Globe towns, 205% greater than Record-American towns. That's why the Herald-Traveler leads the Globe in Total Display advertising linage by 2,389,419 lines, the Record-American by 16,984,679 lines. For the full Upper ½ story, write or call us direct, or contact our representatives.*

MORNING      EVENING  
**Herald-Traveler**  
**BOSTON'S HOME-DELIVERED NEWSPAPERS**  
Represented nationally by Sawyer-Ferguson-Walker

# Media Policy and Management In a Specialized Agency

- How Marsteller, Rickard, Gebhardt and Reed sets media policy for operations nationally and in three principal offices.**
- Importance of every-other-year media conferences in reappraising and reaffirming media purposes.**
- Application of the marketing approach to the job.**
- Where creativity can be applied in media buying.**
- Three kinds of data for the media buyer—and why this agency does much of its own research.**
- How a clear policy leads to clear public pronouncements.**

THE STRONGEST IMPRESSION that one gets from a study of Marsteller, Rickard, Gebhardt and Reed is that this is an agency rich in creative media thinking. It is strong in executives who seem to have an inexhaustible energy and talent for making significant public addresses about media and media buying—for writing articles on the subject—for issuing meaty pronouncements for its own personnel.

The reason is that it takes media buying very seriously. It looks on this agency function as one of its greatest opportunities to add value to clients' marketing programs. And it views media buying as an area in which opportunities for improvement and growth of service are great.

One way in which it concentrates on developing this part of the business is through biennial media group meetings. At these sessions the agency's media thinking is

thoroughly delineated, reaffirmed, and projected into the future. The meeting this year was held in the agency's New York offices on April 6 and 7 to coincide with the Annual Media Awards luncheon, at which Marsteller, Rickard, Gebhardt and Reed had a table. The Awards lunch was part of the first day's agenda for the media group.

The agenda for the two days included discussions under the general headings of policies, procedures, media relations, advertising strategy, principles of media selection, international media, creativity in media buying, and such miscellaneous subjects as client contact, policy on advertisement readership reports, field trips. The result was a thorough review and look-ahead on the eve of the 10th anniversary of the agency (founded in May 1951).

During this brief span MRC&R has developed as one

## Media Policy at MRG&R . . .

of the major specialized agencies, serving clients of five specific types: industrial, agricultural, consumer durable, financial, and service. It has three major offices (Chicago, New York, and Pittsburgh) in each of which is a media department staffed with a media manager, plus buyers and clerical help.

Each of the media managers has complete autonomy and authority for media decisions within his office: Elaine Kortas in Chicago, Frederick W. Somers (recently succeeding Julian Gran, who retired) in New York, and E. L. Donnelly in Pittsburgh. They were, of course, at the meeting in New York, as was Howard G. Sawyer, vice president of marketing services, who has over-all responsibility for marketing planning, media, and research.

Indicative of the importance attached to this meeting by the agency top management, the chairman of the meeting was Richard C. Christian, president; and participants were William A. Marsteller, chairman of the board, H. H. Sharman, executive vice president and general manager, New York office, and Harold Burson, president of Burson-Marsteller Associates, the agency's public relations arm. Others attending included: Howard Gordon, research director, Chicago; Herbert S. Russcol, research manager, New York; Helen Seele, media buyer, New York; Linda Pollak, assistant media director, Chicago; Ray Hesse, media department production manager; Robert S. Leaf, manager of international media research and records.

"Our media departments," explains Mr. Christian, "have unique responsibility and authority in media analysis and selection. While media decisions are normally a tripartite activity (the client, account team, and media department), our individual media departments have established themselves as responsible authorities and are greatly respected for their recommendations by account men and clients.

"The backing given to media people at Marsteller-Rickard stems from the extent to which our top management takes particular interest in the whole media function. It is not by happenstance that at least a fourth of our agency's own promotion—in booklets and trade advertisements—deals with the subject of media and its importance in today's communications programs. The size of our media departments, particularly in relationship to the types of clients and the amount of billing, is purposefully large.

### **Aids to Media Buyers Everywhere**

"Furthermore, we are quite proud of the contributions that we think we have made to the advertising business that are concerned with the function of media. We number among these:

- **The Editorial Evaluation Study** that established a new method of judging the editorial values in publications. MRG&R invested over \$30,000 in this project, which won a first place honor award from

the Chicago Chapter of the American Marketing Association. It pushed the qualitative measurement of publications very much into the limelight, and established principles of qualitative measurement.

- **The Publication Image Profile Study**, through which the method of measuring corporate image profiles developed by John Bolger were first applied to defining and researching publication images. It won an Annual Media Awards certificate of merit in 1960.
- **Media Policies of MRG&R**, a booklet, apparently the first of its kind in the agency business. It was widely distributed by the American Association of Advertising Agencies as an example of excellent agency-media relations.
- **Crusade for a Single Audit of Business Publications**, developed by William Marsteller in articles and talks, including one in *MEDIA/SCOPE* of June 1960 entitled "How To Get a Common Audit of Business Publications." It won an Annual Media Awards bronze plaque in 1961.
- **Continuous and open industry participation**—through speeches, special research projects into such matters as values in special issues, association work, individual presentations and visits designed to better agency-media understanding.

"These activities, I think, document the high position of the media function in the thinking of our agency. We are dedicated to the constant improvement of the media function as an important and creative phase of an advertising agency's operation."

There are several key words that keep coming up over and over again when MRG&R executives describe their media operation. One of these is *marketing*; another is *creative*; another is *probing*: Three big words, in the extent to which they affect the mental attitude of buyers in this agency.

### **The Marketing Approach**

One of MRG&R's tenets is that there is no such thing as an advertising problem by itself—only marketing problems, some of which can be solved by advertising. It believes in the marketing approach to advertising. "We want to know," says Mr. Marsteller, "where our clients want to go. We believe that sales (the ultimate goal) depend on an integrated marketing program, of which advertising is only one, although a very important element.

"Advertising, to have a full chance to succeed, must be related to these other elements. Good advertising must always be based on marketing facts and marketing objectives."

To Mr. Marsteller's media buyers this means that they have to know more than buying. They have to know about the distribution practices and buying practices of the



**TWO-DAY MEDIA SESSION** is held every two years, brings in media personnel from all MRG&R offices. At this meeting in agency's New York offices are (seated) Miss Elaine Kortas, media director, Chicago, and director of the Chicago Agency Media Buyers Group; Herbert Russcol, research manager, New York; William A. Marsteller, chairman, Marsteller, Rickard, Gebhardt and Reed; Howard G. Sawyer, vice president for marketing services (including marketing planning, media, and research for all offices); Miss Linda Pollak, assistant media director, Chicago, and treasurer, Chicago Agency Media Buyers Group; Howard

Gordon, research director, Chicago. Standing are F. W. Somers, media director, New York; Robert Leaf, manager of international media research and records; Richard C. Christian, president of MRG&R; Edward Donnelly, media director, Pittsburgh, and president of Pittsburgh Media Planners; Miss Helen Seale, media buyer, New York; H. H. Sharman, executive vice president and general manager; and Raymond Hesse, production manager, media department. Mr. Christian is pointing to four of *MEDIA/SCOPE*'s media buyer's check lists on wall in the conference room.

industries served by their clients (and they are myriad in this agency handling many industrial accounts). Otherwise they can not make intelligent appraisals of media in terms of the specific people who influence industrial purchases.

Media people at MRG&R orient themselves to the market and marketing objectives in two ways:

1. They sit in on briefing sessions and plans board meetings. They get in on the thinking that goes into the development of strategy. Because media buyers understand the strategy—were, indeed, participants in the development of it—they know what to look for in channels of communication.

2. They seek out as much market information as they can get from publishers. On new accounts, a letter is sent to publishers, explaining that the agency has a new client, and asking for any material that the publisher believes might be helpful in understanding the market and how the client fits into it. The media people get their first picture of the situation from such sources.

MRG&R looks on media representatives as valuable and desirable allies—necessary to the success of client advertising programs. They are looked to for their specialized knowledge of the fields they cover as well as the media facilities that they make available. Media repre-

sentatives are important members of the team—helping to coordinate advertising, sales promotion, and merchandising into a unified marketing effort that has the best possible chance of success. Client marketing strategy has to be adapted to the reality of market conditions and attitudes. Market information secured from media is a big help in this respect.

#### **What Do Media Buyers Create?**

The word creative as applied to media work at MRG&R is concerned with imaginative media planning. The media departments' creative duties include the development of integrated media plans and programs, and the selection and effective blending of media and market analysis.

The MRG&R group looks at this job as one requiring not only knowledge but also creative talents. "We believe," says Mr. Marsteller, "that media selection is an art in itself. Each of our media directors and buyers is a full-time specialist—no one wears two hats. Through daily experience, they develop the techniques of interviewing and appraisal, of insight and intuition, without which media buying often becomes a matter of guesswork."

Media buying is thought of at this agency as a means of creating a marketplace made up of particular people.

## Media Policy at MRG&R . . .

The primary purpose is not so much to accomplish a sharp trade as to create an opportunity for communication to readers who will benefit from the advertiser's message.

The studying of media in depth that is required of its media specialists is for the sole purpose of making it possible for them to most effectively create best possible media packages. A will to probe is a requisite of the sound media buyer. *Probing* is the third key word in the Marsteller, Rickard, Gebhardt and Reed media buying lexicon.

Howard Sawyer, who moved from Chirurg & Cairns to MRG&R last summer to head the marketing services group, points to the need for this kind of work in relation to business papers in particular. "A few businessmen who can do our client some good are better than many who can't do as much. The amount of probing that the agency handling a large number of industrial clients does in this direction probably equals the amount of probing that consumer agencies devote to television ratings. But it is a type of probing that consumer agencies would be loath to do, because the dollars per publication are too small to justify the educational procedure.

"Our people are getting educated all the time, across the board. We can afford the time and effort, because we are minded that way, engaged in a cumulative process. We feel that we have to afford this kind of time-consuming study; it's our business."

### Market, Editorial, and Circulation Data

The tools used by MRG&R probers fall into three classes, they say: *market data*, *editorial data*, and *circulation data*. They turn to the media themselves and to clients for market data; and are high in their praise of media for the help furnished in this connection. This recognition of media as a primary source of media data, in turn, prompts an open-door policy toward media representatives at all of the agency's offices.

Editorial data, the second buying tool, is harder to come by. "Editorial," says Mr. Marsteller, "is the single most important factor in determining readership, and readership in turn is the single most important factor in establishing advertising responses, but few business publishers know much about selling their editorial values, and few advertising buyers have any measurements for evaluating the varying editorial standards of different publications."

To correct this situation in his own organization—and in the advertising business as a whole—Mr. Marsteller entered into the pioneering research project on Editorial Evaluation. This was designed to qualify the editorial job done by individual business papers. It resulted in a series of yardsticks for evaluating editorial performance within the agency. "We sincerely believe," says Mr. Marsteller, "that the more interest we can generate in the whole field

of editorial value buying, the more we will raise the sights of this business. We hope that others will assign time and money to this complex but most important problem."

Another dimension in editorial evaluation that has been probed is publication image. In the case of the Editorial Evaluation study, MRG&R sought subjective data on publishing practice in relation to investment in editorial (number of editors, field trips taken, ability of editors, etc.). In the case of another pioneering study, the Publication Image Profile report by John Bolger, it sought objective data on reader reaction to publications received

This latter study produced for media buyers a relative index of how publications rated as being: timely, influential, reliable, and 26 other qualifying factors. Armed with an intimate knowledge of client objectives, the media buyer was then able to apply this index as one of the aids to judgment in creating an appropriate media package. As in other basic research sponsored by Marsteller, Rickard, Gebhardt and Reed, the findings of this study were promptly made public, publicly debated, and furthered as a new creation that other interests might adapt for the betterment of the business as a whole.

Space buying tool Number 3 at MRG&R is circulation data. Its buyers make sure that they know how to use this sometimes complicated type of audited information. The agency has put itself clearly on record as to what it believes is both good and bad about the circulation information available; and has forcefully promoted its views on improvements.

### Clear Policy on Audits

Regardless of all other criteria, according to the Media Policies manual at MRG&R, the first qualification of any advertising medium is distribution. Therefore, media recommendations must be justified on proper analysis of available circulation data. In view of this, it is agency policy to support magazines whose circulation reports are confirmed by one of the independent circulation auditing bureaus. The agency recommends unaudited publications only with a clear statement to the client of why it is doing so. And, if an unaudited publication is on the list, it has to be identified as such. In case of choice, it is agency policy to recommend an audited over an unaudited publication.

Bill Marsteller, however, has gone considerably beyond this concerted effort to make the best use of available circulation data. He has stumped for a common audit of business publications, a purpose in which he has the wholehearted backing of his media group. The point of view here, as stated by Mr. Marsteller, is:

"Both kinds of circulation method (paid or free) are embraced by publishers of the highest business and moral stature. Neither is going to wither within any measurable period in the future. The problem is to set-up and administer a code to regulate circulation standards."

"The purpose of an audit is to furnish verification and comparability. Comparability will be lost with multiple audit bureaus with varying standards. We are rapidly reaching the point where audit bureau figures cannot be accepted without question. Our only hope is to provide a single comparable audit of business paper circulation."

There are no *ifs*, *ands*, or *but*s about the stand taken by MRC&R on this tool of media buying—or on others. And this is a very important characteristic of the agency. Policy is hashed out, then set firmly—written down in black-and-white, either reaffirmed or changed periodically.

When the media group finds that there is not sufficient information on which to determine policy, it goes to work to find the data. This is, of course, the genesis of the large research projects already mentioned. There have been many other smaller but important research jobs.

Among other special research projects done by the agency for general application to all its accounts were

studies of: the extent to which good advertisements get better (or worse) readership if used again; value in greater readership-per-dollar of bleed advertisements; is it better for business publications to be read at home or in the office; are larger advertisements more worthwhile than small? By doing this kind of media research on its own, the agency has developed a residue of knowledge in media buying, a property that it finds of great value.

The whole direction of orderly growth of the media department in this agency has been lined up with specific objectives in mind: principally, to orient all actions to marketing needs of clients, to apply creative thinking to the use of media to reach markets, and to probe constantly for the most meaningful criteria for media selection that can be devised. The result is a media department that is contributing to its own incremental value at the same time that it is making real contributions to the field of media buying at large. ■

### Study by Television Advertising Representatives Points to Opportunities in Overlooked Markets.

## How Spot TV Billings per Family Vary by Markets

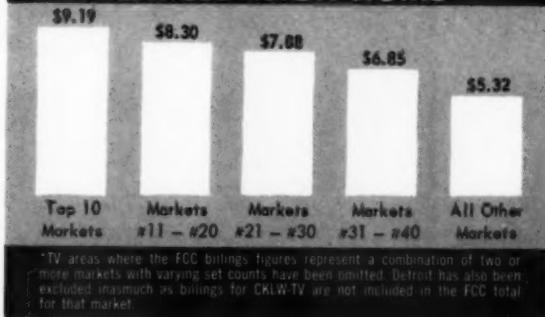
### SPOT TELEVISION BILLINGS PER TELEVISION FAMILY IN 1959

Market*	Spot TV Billings (in \$000) (Source: FCC) (7/1/59)	TV Families	Spot Billings per TV Family
<b>Markets with More Than 1 Million TV Families</b>			
New York	\$53,852	4,863,000	\$11.07
Los Angeles	28,545	2,585,900	11.04
Chicago	25,327	2,129,400	11.89
Philadelphia	16,278	1,887,400	8.62
Detroit	(a)	(a)	(a)
Boston	13,191	1,419,000	9.30
San Francisco	9,716	1,277,700	7.60
Cleveland	9,004	1,277,000	7.05
Pittsburgh	10,782	1,266,600	8.51
<b>Markets with 200,000 to 300,000 TV Families</b>			
Tampa-St. Petersburg	2,531	298,100	8.49
San Antonio	2,067	276,300	7.48
Richmond	1,287	263,000	4.89
Wichita-Hutchinson	1,829	252,900	7.23
Evansville-Henderson	688	248,600	2.77
Salt Lake City	1,384	247,200	5.60
Scranton-Wilkes Barre	1,060	243,600	4.34
Spokane	1,794	234,300	7.66
Little Rock	1,013	231,600	4.37
Knoxville	1,003	225,700	4.44
Madison	817	225,400	3.62
Fresno	1,561	217,300	7.18
Ft. Wayne	919	205,000	4.48

\* TV areas where the FCC billing figures represent a combination of 2 or more markets with varying set counts have been omitted.

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for Station CKLW-TV.

### SPOT TELEVISION EXPENDITURES PER TELEVISION HOME\*



\* TV areas where the FCC billings figures represent a combination of two or more markets with varying set counts have been omitted. Detroit has also been excluded inasmuch as billings for CKLW-TV are not included in the FCC total for that market.

SOURCE: based on the Spot Television Billings in 1959 for markets with three or more TV stations, as reported by the FCC.

TELEVISION Advertising Representatives, Inc., has issued an analysis showing that all television advertisers in 1959 spent \$33.48 per television family, and that national and regional spot TV expenditures that year came to \$9.50 per family.

A glance at the chart will show how spot investment per family varies by market size. Table above samples the data for individual markets (showing the extent of variation in spot billings per TV family among markets).

Among some 80 markets studied, top per-family spot expenditure was \$11.89 in Chicago. Low was \$2.77 per family in Evansville-Henderson. Data are based on spot television billings in 1959 for markets with three or more TV stations, as reported by the FCC. ■

In February *MEDIA/SCOPE*, Sherwood Dodge, vice president and director of marketing of the toilet articles division of Colgate-Palmolive Company, contributed a discussion headed "What Readership Studies Really Measure." Mr. Dodge's conclusion was that "The recognition method measures the ability of the advertisement to be memorably per-

ceived, limited only by the medium's ability to expose it."

In a reply, in the paragraphs that follow, Willard R. Simmons, president of W. R. Simmons & Associates Research, Inc., maintains that Mr. Dodge's statement holds true only where the recognition measure "includes no claims of recognition arising because of confusion with the

same or similar advertisements in other media." He goes on to study the confusion factor and how it makes respondents overstate their claims of readership.

In his rebuttal, also in this issue, Mr. Dodge substantiates his earlier argument.

This discussion is important to readers of *MEDIA/SCOPE* because it

# DODGE AND SIMMONS DEBATE

## How Confusion of Readers Affects Advertising Readership

- 12 per cent of readers are confused about what they have seen
- Copy writer cannot be held entirely responsible for an advertisement's being perceived and remembered.
- This is a joint responsibility with the medium.
- But neither perception nor exposure can be measured accurately unless reader's confusion is also evaluated.



By Willard R. Simmons  
President, W. R. Simmons & Associates Research, Inc.

MANY RESEARCHERS are well aware that respondents are sometimes confused as to which advertisements they have seen when reading a magazine issue. Less well known is the extent and significance of this confusion.

In two large studies, based on samples of 2,500 and 2,000 interviews,\* it was demonstrated that almost as many respondents claim to have seen the average advertisement that was not in the two- to six-weeks' old issue they read (32.4 per cent) as claimed having seen the average advertise-

ment that the issue actually contained (33.4 per cent). The 32.4 per cent of mistaken claims is sometimes called a "confusion score," arising because respondents do not really remember just which advertisements they saw when reading an issue. This finding raises a serious question as to whether or not a respondent's claimed recognition of an advertisement is a valid measure of the "memorable perception" resulting from exposure to a magazine issue.

In these studies, interviewers utilized editorial kits and the standard readership technique to identify respondents who had read or looked into either of two successive issues

(issue A and issue B) of each of four weekly and bi-weekly magazines. For each magazine, respondents were classified into the following four groups:

- Group 1. Readers of issue A who did not read issue B
- Group 2. Readers of issue B who did not read issue A
- Group 3. Readers of both issue A and issue B
- Group 4. Non-readers of either issue.

Readers of either or both issues were shown kits containing equal numbers of full page advertisements that appeared in each one but not in

(Continued on page 86)

\*Unpublished studies sponsored by Crowell-Collier, 1955.

throws light on the use of research now in their hands, and shows how the conceptions of the meanings of this research are evolving. It used to be held that the readership of an advertisement in a publication reflected somewhat upon the value of that medium as an advertising vehicle. Then Alfred Politz produced his advertising page exposure studies

and various pieces of collateral discussion which maintained that the sole function of the medium was to get the advertisement exposed or seen by the reader; whether he actually read it or not depended upon the ability of the copy writer and layout man, the inherent interest in the product, and other factors. Then, Mr. Dodge, in his February article,

related readership studies to exposure, maintaining that first the medium had to provide exposure for an advertisement, and then the copy writer had to make it readable and memorable. Mr. Simmons not only introduces the consideration of confusion, but also maintains that even perception is to some extent a responsibility of the medium.

# BARECOGNITION AND EXPOSURE

## Says Confusion's Effect Overstated by Simmons

- Dodge maintains real ad recognition higher.
- A medium is undervalued by treating average ad recognition as ad exposure.
- Media environment is secondary to media's power to expose an ad to people the advertiser wants.



By Sherwood Dodge  
Vice President and Marketing Director  
Toilet Articles Division  
Colgate-Palmolive Company

I FEAR Mr. Simmons is confused about "confusion" and that, consequently, his own reservations about my observations are not supportable by his data.

Many years ago Dr. Lucas called attention to the existence of confusion in claims of ad recognition, and introduced an excellent procedure for taking confusion into account when estimating real ad recognition. Mr. Simmons now repeats Dr. Lucas' expression of the confusion factor in terms of the number of people who claim recognition of an ad they could not have seen. Mr. Simmons' method is analogous to comparing claimed ad recognition of the same people be-

fore and after reading the issue containing the ad. Before reading the issue, suppose 20 per cent claim recognition of the ad, compared with 35 per cent after reading the issue. Then Mr. Simmons agrees with Dr. Lucas that the confusion factor is expressed by the 20 per cent confused recognition before the ad could have been seen.

The next step is the crucial one, and here is where the Simmons procedure becomes invalid and damaging to magazines. For Mr. Simmons concludes that real recognition of the ad would be equal to the difference between the recognition scores before and after issue reading, or 15 per

cent. This reasoning denies the ad the right to obtain real recognition from anyone who was previously confused about it. Dr. Lucas pointed out 20 years ago that an allowance must be made for real ad recognition by people who were previously confused, and introduced a conservative formula for doing so.

Dr. Lucas' formula assumes that the people who were previously confused are as likely later on to provide real ad recognition as the people who were not previously confused. Alfred Politz has pointed out, with the agreement of Dr. Lucas, that this still tends to under-estimate real

(Continued on page 89)

In February *MEDIA/SCOPE*, Sherwood Dodge, vice president and director of marketing of the toilet articles division of Colgate-Palmolive Company, contributed a discussion headed "What Readership Studies Really Measure." Mr. Dodge's conclusion was that "The recognition method measures the ability of the advertisement to be memorably per-

ceived, limited only by the medium's ability to expose it."

In a reply, in the paragraphs that follow, Willard R. Simmons, president of W. R. Simmons & Associates Research, Inc., maintains that Mr. Dodge's statement holds true only where the recognition measure "includes no claims of recognition arising because of confusion with the

same or similar advertisements in other media." He goes on to study the confusion factor and how it makes respondents overstate their claims of readership.

In his rebuttal, also in this issue, Mr. Dodge substantiates his earlier argument.

This discussion is important to readers of *MEDIA/SCOPE* because it

# DODGE AND SIMMONS DEBATE

## How Confusion of Readers Affects Advertising Readership

- 12 per cent of readers are confused about what they have seen.
- Copy writer cannot be held entirely responsible for an advertisement's being perceived and remembered.
- This is a joint responsibility with the medium.
- But neither perception nor exposure can be measured accurately unless reader's confusion is also evaluated.



By Willard R. Simmons  
President, W. R. Simmons & Associates Research, Inc.

MANY RESEARCHERS are well aware that respondents are sometimes confused as to which advertisements they have seen when reading a magazine issue. Less well known is the extent and significance of this confusion.

In two large studies, based on samples of 2,500 and 2,000 interviews,\* it was demonstrated that almost as many respondents claim to have seen the average advertisement that was not in the two- to six-weeks' old issue they read (32.4 per cent) as claimed having seen the average advertise-

ment that the issue actually contained (33.4 per cent). The 32.4 per cent of mistaken claims is sometimes called a "confusion score," arising because respondents do not really remember just which advertisements they saw when reading an issue. This finding raises a serious question as to whether or not a respondent's claimed recognition of an advertisement is a valid measure of the "memorable perception" resulting from exposure to a magazine issue.

In these studies, interviewers utilized editorial kits and the standard readership technique to identify respondents who had read or looked into either of two successive issues

(issue A and issue B) of each of four weekly and bi-weekly magazines. For each magazine, respondents were classified into the following four groups:

- Group 1. Readers of issue A who did not read issue B
- Group 2. Readers of issue B who did not read issue A
- Group 3. Readers of both issue A and issue B
- Group 4. Non-readers of either issue.

Readers of either or both issues were shown kits containing equal numbers of full page advertisements that appeared in each one but not in

(Continued on page 86)

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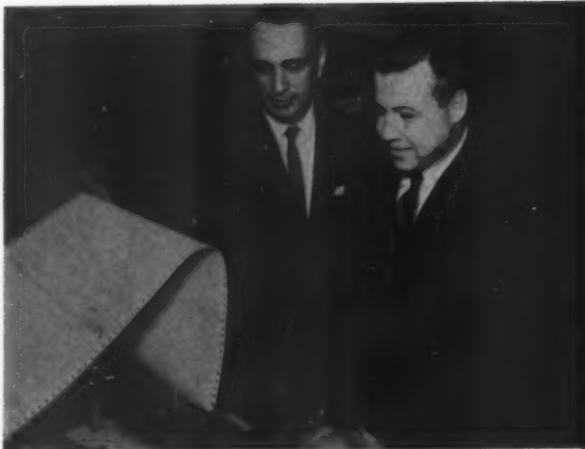
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(Continued on page 89)

# How Automation Works At Needham



**MEDIA-ACCOUNTING** team inspects output of machine that simplifies work for both: Comptreller Harold S. McCullagh (left) and Media Director Blair Vedder (right).

**DATA CONTROL** requires talents of specialist, William R. Schumacher, manager of new data-processing center.





COMPUTING CENTER houses battery of sorters, computers, collators, and other clerk-savers.

# KS varous and Brorby

**A**UTOMATED data processing is becoming a reality in many advertising agencies. The key departments in this development are accounting and media; and the result is that media management in many agencies is now learning how to use data machines effectively. One of the agencies that recently added a fully automated computing center is Needham, Louis and Brorby, Inc., Chicago. It now has in operation an IBM mechanized data processing system.

The battery of automated equipment at NL&B consists of an accounting machine, reproducing punch, calculating punch, interpreter, sorter, collator, two card punches and a verifier. It will handle at least 11 different processes: media estimates, client billing, billing analysis, accounts payable and receivable, account distribution, production billing, cost accounting, pay roll, media research, and other research projects.

**"The establishment of this data-processing system marks a tremendous step forward in the streamlining of our media department's operation,"** says Blair Vedder, vice president and director of media. "Not only does this new equipment greatly improve accuracy in computations, but it also saves

many man-hours of work.

"This saving in labor frees our media personnel for better service to our clients. Our media supervisors and buyers now will have more time for the very important job of planning schedules."

NL&B's first use of its new mechanized equipment was a real pioneering step when it undertook the preparation of TV-radio spot estimates, one of the agency's largest growth areas and a complex field which requires consideration of many pieces of information.

### *Why Automate?*

This agency began its analysis of "going electronic" late in the summer of 1959. A feasibility study convinced the management that:

**1. The advertising agency business contains much information of a repetitive nature, originating in the media department and carrying on through various accounting functions, which could be handled by mechanical equipment.**

2. NL&B had grown to the point where volume pressures were steadily mounting, requiring either increased clerical personnel or conversion to automatic handling.

3. Any consideration of mechanization should encompass both the media and accounting departments (since much of the work is common to both), even though it has been customary elsewhere to adopt mechanical procedures for only the accounting area.

### *Machines, Room and Specialist*

The International Business Machines Corporation was called in, and asked to present a recommendation as to equipment and procedures to be utilized, and early in 1960 an IBM contract was signed. Shortly thereafter the building of a specially-designed, sound-proof, air-conditioned room to house the equipment was started. It is adjacent to the media and accounting departments: 20 by 30 feet, with a glass wall from floor to ceiling, providing visibility for visitors.

Months before the IBM machines arrived, NL&B employed a data-processing specialist, William R. Schumacher, Jr., as manager of its new operation. Mr. Schumacher, together with Comptroller Harold S. McCullagh, and a media department committee undertook a detailed study of machine procedures. Plans were

## How Automation Works . . .

NL&B		NEEDHAM, LOUIS AND BRORBY, INC. PRUDENTIAL PLAZA - CHICAGO 1, ILLINOIS - WHITEHALL 4-3460										BROADCAST ESTIMATE					
CLIENT A B C INCORPORATED		PRODUCT HEALTH FOOD															
STATION MAAR	CITY BOSTON	STATE MASS	RATE CARD 2	ESTIMATE NR. 140030	PURCHASE ORDER NO. 23559		SUBJ. PRODUCT		STATION		MO.	DAY	YR.	PAGE			
REPRESENTATIVE XYZ INC		CONTRACT NUMBER 235561		CONTRACT YEAR 10161	STARTING DATE 11/28/61		ENDING DATE 12/17/61		<input checked="" type="checkbox"/> TELEVISION		<input type="checkbox"/> RADIO						
LENGTH IN SEC.	TIME OF BROADCAST BETWEEN A.M. E.G. 8:00-9:00 A.M.	DAY OF WEEK E.G. S-M-T-W-T-F-S	CLASS	FREQUENCY	COMB.	TYPE CODE E.G. 48-PLAN	TYPE CODE E.G. 3	TYPE CODE E.G. 1	DATE	TOTAL MONTH COST	FROM	TO	LINE ITEM NO.				
1	800 900 A.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30298				
1	900 1000 A.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30299				
1	1000 1100 A.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30300				
1	1100 1201 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30301				
1	1200 1300 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30302				
1	1000 2000 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30303				
1	2000 3000 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30304				
1	3000 4000 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30305				
1	4000 5000 P.M.	XXXX	A	48 PLAN		3			1400	4200	01	1/28	30306				
														37500			
1	900 900 A.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117307				
1	900 1000 A.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117308				
1	1000 1100 A.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117309				
1	1100 1201 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117310				
1	1200 1300 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117311				
1	1000 2000 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117312				
1	2000 3000 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117313				
1	3000 4000 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117314				
1	4000 5000 P.M.	XXXX	A	48 PLAN		12			1400	1680	01	1/28	117315				
1	900 1000 A.M.	XXA	A	48 PLAN		3			1400	4200	01	1/28	117316				
1	1000 1100 A.M.	XXA	A	48 PLAN		3			1400	4200	01	1/28	117317				
1	1100 1201 P.M.	XXA	A	48 PLAN		3			1400	4200	01	1/28	117318				
														163800			
TOTAL STATION COST \$														201600			

ESTIMATE is precise, complete document ready to distribute internally and to client.

carefully made for the changeover from a manual basis, including the employment of additional personnel to operate the new equipment.

With its automated center in full operation, Needham, Louis and Brorby summarizes the advantages gained by a mechanized data processing system as follows:

- Saves time and space.
- Speeds and increases output.
- Assures greater accuracy.
- Aids in rendering better service to clients.
- Provides opportunity to prepare more management reports to enable better control of agency operations.
- Saves cost of sending work to tabulating service bureaus.

### What Machines Can Do

Reproduced here is an example of the kind of broadcast media estimate

produced by the NL&B computing center. On this form the *client* and *product* names are set out followed at upper right by a *client* and *product* code. The *station code* identifies a station by state, county, and particular station within the state and county. The *date* immediately following the station code is the date of preparing the estimate. *Page number* refers to sequence within the particular estimate.

*Station call letters and location* further identify the station. *Rate card* is the particular card number from which rates were derived. *Estimate number* is the designation for the particular purchase of a group of stations or perhaps a single station.

If the station is handled by a *representative*, his name is indicated. If a master *contract number* for time exists, it will be listed. The *contract year* during which earned rates will be accumulated is indicated as well as the *starting* and *ending dates* of the particular estimate. *Radio* or *tele-*

*vision spots* are indicated by the proper box marking.

The columns below the heading are generally obvious. The *frequency* column may contain a wide variety of information. It may be descriptive of the earned frequency rate, or it may be a modification of the *day-of-week* information, such as "2 daily." It may be the indication of change in rate card from the original listed in the heading information. It may be a description of a package plan showing number weekly.

*Comb.* is an abbreviation of "combinable," and will show a "P" or "F" or both if the spots are combinable for plan or frequency. *Total spot per month* usually refers to the number of times each particular spot is aired per month, and when multiplied by the *spot rate*, becomes the *total monthly cost* for that spot.

*Type code* is explained in the legend at the bottom of each estimate page. *Rate* is ordinarily the rate per spot, but may be the rate per week in

**WORKSHEET** is prepared by estimator, and processed from there on by machine.

case of a weekly buy. *Total month cost* is the extension of the *Total spot per month column* times the *rate column*. At the end of each month's listing of spots, a monthly total will be printed, double-spaced below the last listing. At the bottom of the page, the total station cost for all months will be printed. *Line item no.* is a reference column only to facilitate inquiries, and is not a vital component of the estimate. It is manifestly easier to ask about "item 114" than to describe the spot fully.

## *How Automation Works*

The way in which automated media work is handled can be most readily described by following the step-by-step procedure in preparing a media estimate. Here is an abbreviated version of the detailed work-flow plan as worked out at Needham, Louis and Brorby:

1. Media estimators prepare worksheets containing all of the basic data from which the estimates will be automatically computed. This is done on forms like the one above.

2. The estimator then enters certain controls into a Control Register (total amount of estimate in dollars, total number of stations, etc.); and

routes the Worksheet to the Computing Center.

3. Heading and Detail cards are punched, verified, and sorted into their two types.

4. Detail cards are then processed in the calculator (rate times the number of monthly spots equals the total monthly cost; and rate times the number of fiscal monthly spots equals the total fiscal monthly cost).

## 5. Detail cards are sorted into station sequence.

6. Detail cards are tabulated in accounting machine to create control totals that are checked against control figures on the Worksheet.

7. Detail cards are sorted by date, station, and schedule. Detail cards and Heading cards are now in sequence by station code within schedule number, although still separate.

8. Heading cards and Detail cards are match-merged in collating machine, on station number and schedule number.

9. Schedule estimates are printed on the accounting machine. At the same time client billing cards are created. One client billing card is summary-punched for each station on each client's schedule estimate.

**10. Client billing cards are sorted into monthly sequence.**

11. Monthly cost totals, both actual and fiscal, are printed. Final monthly totals are balanced to like totals taken from estimate totals.

12. Finished estimates are routed to the media control clerk, who checks the Worksheet controls and verifies the totals—also checking for special typing and the distribution list. Special notes, as required, are typed on the estimate. Number of copies are noted.

### 13. Multilith operator runs the required number of copies.

14. Printed estimates are assembled and distributed by the media control clerk.

By going through this process, greater accuracy in computing is assured; and the detail work is done to as great an extent as possible by the machine. Furthermore, the cards as punched can be used for other purposes—either again by media or by the accounting department. And last, but far from least, a large part of the clutter of paper work and the toil of slide-rule arithmetic is moved out of the media buyer's work room. He is freed to spend more time planning, lining up possible buys, and devising ways to stretch media dollars to meet the ever-lengthening requirements of client marketing programs. ■

Census Report reveals new data on characteristics of education, income, age, persons per household.

# WHAT KINDS OF PEOPLE READ NEWSPAPERS ?



By William G. Bell,  
manager of research services,  
Bureau of Advertising  
of the American  
Newspaper Publishers  
Association.

## How Newspaper Readers Compare with U. S. Average

**BETTER EDUCATED.** 22 per cent of heads of households with home-delivered newspapers have one to four years of college. (U. S. average 18 per cent.)

**HIGHER INCOME.** 43 per cent of household heads have incomes of \$6,000 and more. (U. S. average 38 per cent.)

**MORE PROFESSIONAL PERSONS.** 30 per cent of household heads professional, technical, managers, etc. (U. S. average 24 per cent.)

**MORE IN AGES 30-54.** 56 per cent of household heads aged 30 to 54. (U. S. average 53 per cent.)

**LARGER HOUSEHOLDS.** 33 per cent of household heads in families with four to five persons. (U. S. average 29 per cent.)

RECORDS of the Audit Bureau of Circulations and other sources indicate that more than 58 million copies of daily newspapers are bought on an average weekday in the United States. Other studies of the newspaper audience have shown that almost nine out of 10 families get at least one newspaper every day. Readership by adults (12 years and older) on an average day, according to Sindlinger & Company, totals in the neighborhood of 110 million.

These huge totals lead to the often-heard conclusion that "nearly everybody" reads a newspaper every day. They do not, however, delineate the "nearly everybody" in terms of education, income, age, and other factors of importance to the sellers and advertisers of goods and services.

**Some substantial clues to these factors are now available in the findings of a study conducted by the Bureau of the Census in May 1959, covering households receiving daily newspapers by home delivery.**

The home-delivery total, which accounts for 65 per cent of all households in the nation, can be regarded as a yardstick for *all* newspaper-reading households, including the many millions who get their copies through newsstand sales or other means. (The ratio of home-delivered to newsstand circulation varies from market to market depending upon the transportation and population density pattern.)

What are the characteristics of newspaper households relative to all households that emerge from the Census study?

#### *Education as a Characteristic*

**To begin with, the heads of newspaper households are better educated, earn higher incomes, and are employed to a greater degree in professional, technical, managerial, and sales positions.**

In the area of education, it was found that among all households, the head of the house is in the top bracket (one or more years of college) in 18 per cent of the cases; in the newspaper households the figure in this category is 22 per cent (see table 1).

TABLE 1

#### *Education Of Heads Of Households With Home-Delivered Newspapers*

Education of Head	All Households	Home-Delivered Newspaper Households
College, 1 to 4 years	18%	22%
High School, 1 to 4 years	45	48
Elementary School, 1 to 8 years	35	29
No Schooling	2	1

The next education bracket, one to four years of high school, comes up with 45 per cent for all households, 48 per cent for newspaper households.

These data are corroborated by the "Profile of the

Millions" audience study of seven daily newspapers in the metropolitan New York market by the New York *Daily News*.

In the matter of education, the "Profile" study found that 24 per cent of the newspaper readers had some college training, while in the general population, 21 per cent had some college. Readers of newspapers who had completed high school, including those with some college, represented 54 per cent of all readers. In the general population, the proportion of people with this level of education was 49 per cent. Actually these data are not truly comparable with the Census figures, in that the Census measured the educational level of the head of house, while the "Profile" study measured the educational level of all newspaper readers within a household 15 years and older. The ratios, however, are comparable.

#### *Higher Income Level*

Turning now to income (table 2), we see that 38 per cent of all heads of households are at the \$6,000-and-more level. In newspaper households, 43 per cent are in this bracket.

TABLE 2

#### *Income Of Heads Of Households With Home-Delivered Newspapers*

Income of Head	All Households	Home-Delivered Newspaper Households
\$6,000 and Over	38%	43%
Under \$6,000	62	57

An Alfred Politz Research study for the Houston *Chronicle* showed 34 per cent of total city zone households in the \$5,000-and-over income bracket. In households reached by the city's three newspapers the figure was 43 per cent.

Among all households in the Census study, the occupation of the head of the home, in 24 per cent of the cases, is in the professional, technical, managerial, official or sales field (see table 3). For newspaper households, the figure is 30 per cent.

Thus, on this basis of education, income and occupation, it would appear that newspaper households represent a quality audience—an audience that includes more of the thought leaders and trend setters.

It is generally accepted, too, that those in the top levels in these characteristics are also more venturesome people,

# WHAT KINDS OF PEOPLE READ NEWSPAPERS?

TABLE 3

**Occupation of Heads of Households  
With Home-Delivered Newspapers**

Occupation of Head	All Households	Home-Delivered Newspaper Households
Unemployed—Not in Labor Force	21%	18%
Craftsmen, Foremen, Operators, Clerical	37	38
Professional, Technical, Managers, Officials, Sales	24	30
All Others	18	14

who are quicker to try new products. It goes without saying, that the higher-income group has more discretionary dollars to spend—for more products and for expensive high-prestige products.

### How Newspapers Are Regarded

The qualitative audience of newspapers can also be viewed from another dimension—how people regard the medium, and especially its advertising. For example, a Psychological Corporation study prepared for the Bureau of Advertising measured certain feelings evoked by newspaper and television advertising.

In response to such positive terms as reliable, believable and dependable, among others, the proportions of respondents associating these terms with newspaper advertising rise perceptibly as the socio-economic level of respondents rises. For example, the term "reliable" was associated with newspaper advertising by about two-thirds (65 per cent) of the lower socio-economic group. The proportion of the upper socio-economic group ascribing this term to newspaper advertising was more than eight out of ten (83 per cent).

The Census survey covers also the ages of heads of

TABLE 4

**Age of Head of Households  
With Home-Delivered Newspapers**

Age of Head	All Households	Home-Delivered Newspaper Households
65 Years & Older	18%	17%
55 to 64	16	16
30 to 54	53	56
25 to 29	8	7
Under 25 Years	5	4

households, in five groupings. The middle group—30 to 54 years old—includes 53 per cent of all households, 56 per cent of newspaper households (see table 4).

While the difference here is slight, it does show thorough and significant coverage of this age group by newspapers. These are the key buying years for the head of the household and his family. Major expenditures are made for houses, automobiles, vacations, education for the children, major appliances, insurance, and a host of other goods and services. These are the years when the income of the head of the household rises progressively, affording him necessities and luxuries that are less attainable in the earlier and later stages of the life cycle.

In the Houston study, the city zone revealed a 62.7 per cent total for the 30-54 age group. Among the newspaper households, the figure for this bracket was 65.5 per cent.

The final tabulation in the Census study is in terms of the number of persons per household (see table 5). In

TABLE 5

**Number of Persons in Households  
With Home-Delivered Newspapers**

Persons per Household	All Households	Home-Delivered Newspaper Households
Six or More	11%	11%
Four to Five	29	33
Three	19	20
One to Two	41	36

the six-or-more-group, all households and newspaper households are at the same level—11 per cent. In the four-to-five group we find 29 per cent of all households, 33 per cent of newspaper households. Putting the two groups together, we see that 40 per cent of all households and 41 per cent of newspaper households have four or more persons.

Support for these findings, as well, comes from the "Profile of the Millions" study, previously cited. Here 38.7 per cent of total households comprised four or more persons; 47.5 per cent of all newspaper readers are in households comprising four or more persons.

These are the households that have two or three or more children requiring more of the necessities of life—food, clothing, shoes, drug items, furniture, bedding. They have larger homes, more cars, require more recreational equipment and facilities. And, of course, they represent a greater frequency of purchase for most necessities than smaller households.

The newspaper picture, in sum, is one of both a mass and a quality audience.

# SEVEN

New York retailers  
each spent more than  
\$1 million  
last year in The News!

...And these seven retailers combined  
invested \$11,500,000 in The News in 1960!

Retailers, as a rule, do not advertise to build a corporate image, acquire prestige, or impress competitors. They buy advertising to draw buyers, move goods, ring cash registers, beat last year's figures, and make money. They learn which newspapers are productive by day to day trial and error. And they put more of their money where they get more of their business.

In New York they buy more space in The News, and have in each of the last 30 consecutive years. In the last year alone retailers invested over \$33,000,000 in this one newspaper—more than they spent in any other New York newspaper. Reason: results!

Can any general advertiser find a better index of productivity? No medium delivers more sell for the money than The News. Details, any News office.



## THE NEWS

New York's Picture Newspaper...

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17... Tribune Tower, Tribune Square, Chicago 11... 634 Buhl Building, Detroit 26... 1405 Locust St., Philadelphia 2... 3460 Wilshire Boulevard, Los Angeles 5... 407 Lincoln Road, Miami Beach 39... 155 Montgomery St., San Francisco 4... 3 & 5 Warwick House St., London, S.W. 1

# HOW SMIRNOFF DOMINATED 33 LIQUOR TRADE PUBLICATIONS

**Gumbinner Agency preprints and supplies covers for magazines at cost of \$25,000.**

EVERY YEAR, just before Christmas, liquor retailers in every state whose laws allow liquor sales are swamped by salesmen.

They're supported by every sales

and advertising aid ever devised. These range from flashy point-of-purchase bins and specially designed decanters and holiday wrappings to advertising in both consumer print

media and in liquor trade publications.

Among the latter, the New York edition of *Beverage Media* alone carried 363 pages of advertising and editorial in its regular November issue, plus a 256-page price listing. Advertising included everything from die cuts in metal foil to a pop-up eagle that flies out at the reader when he cracks the right page.

It's all part of the feverish competition among distillers in the battle for the Christmas-New Year's trade, accounting in 1960 for an estimated 25 per cent of the entire year's recorded sales.

The problem for Heublein, Inc., last Christmas, as for every Christmas since 1951, when its Smirnoff Vodka started its climb from part of the "miscellaneous" listing\* to its present position of undisputed first in the vodka trade, was how to get

(Continued on page 62)



**SMIRNOFF "PUNCH" GATEFOLD.** Smirnoff paid for three pages of the gatefold, and the facing page was sometimes bought by local Smirnoff dealers.

\*Before 1951, U. S. Vodka sales were so insignificant that available statistics lumped them together with the other also-rans among distilled spirits.

**CIRCULATION GROWTH:** Woman's Day circulation nearly *doubled* since 1958, jumping from 2,700,000 to the current 5,000,000. *Compare* the growth.

JUNE '58—DEC. '60 CIRCULATION GROWTH

WOMAN'S DAY	2,345,270
McCALL'S	1,210,312
LADIES' HOME JOURNAL	855,016
GOOD HOUSEKEEPING	593,273

**SINGLE COPY SALES:** Woman's Day is all *single copy sales*. In fact, more single copy sales than McCall's, Ladies' Home Journal and Good Housekeeping *combined*—and by a margin of over 300,000 *copies* each month.

SINGLE COPY SALES

WOMAN'S DAY	5,051,066
McCALL'S	1,792,757
LADIES' HOME JOURNAL	1,814,943
GOOD HOUSEKEEPING	1,105,430

**HIGH RESPONSE:** Woman's Day readers really "Keep in Touch!" Since Woman's Day started in 1937, 8,964,649 letters were received containing 11,378,059 requests!

**REGIONAL FLEXIBILITY:** Woman's Day offers *nine* geographical editions for low cost, high penetration of selected markets.

**HIGH AD READERSHIP:** Woman's Day *consistently* outscores every major magazine for four-color ad readership. And in the woman's service field—

AD READERSHIP—4 COLOR PAGES  
% NOTED % READ MOST

WOMAN'S DAY	46	13
McCALL'S	39	8
LADIES' HOME JOURNAL	44	10
GOOD HOUSEKEEPING	35	8

SOURCE: STARCH ADNORM REPORT, 1960

**LOW COST:** Woman's Day delivers impact with *economy*—plus the biggest circulation bonus in woman's field the last 6 months.

AVERAGE BONUS  
C/M 4 COLOR PG. CIRCULATION

WOMAN'S DAY	4.23	701,065
McCALL'S	4.63	410,452
LADIES' HOME JOURNAL	4.81	400,415
GOOD HOUSEKEEPING	4.64	461,039

ABC CIRCULATION DEC. 31, 1960 — RATES LAST 6 MOS. 1960

Keep  
in touch  
with the  
**growing**  
impact  
of Woman's  
Day

To force of Realism in the woman's service field

Woman's Day, May 1961



**Woman's Day**  
A FAWCETT PUBLICATION

Copyright Fawcett Publications, Inc., 1961

(Continued from page 60)

through to retailers among these sales calls, advertising, and sales promotion efforts poured on by distillers just before the holiday season.

#### Agency Provides a Solution

Solution for 1960 was provided by Smirnoff's agency, Lawrence C. Gumbinner Advertising, Inc.

Gumbinner came up with a unique media idea, but one that required tremendous extra effort on the part of the agency's production, art, and media teams.

**What Gumbinner did was to dominate November issues of 33 leading liquor trade publications by preprinting and supplying their covers.**

Domination alone was not enough. Another purpose was to insure uniform reproduction quality in all magazines. This was particularly important because the special holiday Smirnoff pre-wrap carton and four-color holiday message were being introduced with this campaign, and Heublein wanted them recognized by retailers at a glance.

To do this, Gumbinner had to produce more than a simple magazine cover. Second covers were gate-fold inserts—actually “outserts”—never before attempted in the liquor industry, though familiar enough for other products in consumer magazines. The six-page print job, with Smirnoff using and paying space costs for three of those pages, was complicated by 32 press changes.

Before printing, the media list was determined by a joint decision of Sumner Wyman, agency vice president and former co-publisher of a group of liquor trade books; Frank Marshall, advertising director for Heublein; Henry Katz, Gumbinner media director, and Robert Woods, account executive.

#### Cooperation from Publishers

Then agreement, in detail, had to be obtained from the publishers. Twenty of the publications, though all independently owned, were represented by the publisher of *Beverage Media's* New York edition. The other



INSPECTING PRESS SHEETS: Sumner Wyman, vice president, Lawrence C. Gumbinner Advertising Agency, Inc.; Edward Davidson of Wickersham Press, and Herman Kornblum, vice president in charge of production for Gumbinner.

13 had to be dealt with individually.

Each publisher was given a rough photostat of the idea. Closing dates and specifications of each publication had to be coordinated. One problem was that two of them had already sold their second covers, so had to convince these advertisers to agree to other positions. Meanwhile, all had to sell their third and fourth covers early, because Gumbinner was arranging to print all six sides, plus backbone.

**This meant that each publisher had to send Gumbinner plates for not only his own front covers, but also for other beverage advertisements appearing on third and fourth covers. Further, each plate had to match Gumbinner's size and color specifications, and had to be delivered on time.**

To add to the complications, third- and fourth-cover advertisers, competitors of Smirnoff, were not the same in all magazines. In fact, special extra colors had to be run for some of these other advertisements.

To coordinate all these variables, and to standardize specifications, production chiefs from each publication, publication group, or from their printers, met with Herman Kornblum, Gumbinner's vice president for production. Details ironed out included stock weights acceptable to all 33 magazines and timing of plate deliveries. Still another variable was width of backbones connecting front and back covers, since no two publications carried the same amount of advertising, and thus differed in thickness of issue.

(Continued on page 66)



# "SELL US ON SUNDAY" SAYS BUFFALO, "SATURDAY IS OUR NIGHT OUT!"

Buffalo's only Sunday newspaper provides the **best** newspaper readership in the Buffalo market — and advertisers know it.

## 303,666 FAMILIES BUY THE SUNDAY COURIER-EXPRESS

That's the largest circulation of any newspaper — daily or Sunday — in New York State outside New York City.

## READERS SPEND TWICE AS MUCH FOR THE SUNDAY COURIER-EXPRESS

These 303,666 families pay 20¢ for the Sunday Courier-Express, even though the "week-end" Saturday News is priced at only 10¢. And no wonder. The Sunday Courier-Express is packed with interesting editorial features (home planning and gardening, travel and resorts, sports, women's, books and amusements, etc.) plus color comics, Sunday Pictorial, Parade, and American Weekly.

## MORE PEOPLE READ THE ADS IN THE SUNDAY COURIER-EXPRESS

Carl J. Nelson Research Inc. studied **both** the Sunday Courier-Express and the "week-end" Saturday Evening News. The percentage of city zone people who read display advertising proved highest for the Sunday Courier-Express.

## FIVE TIMES AS MUCH ADVERTISING RUNS IN THE SUNDAY COURIER-EXPRESS

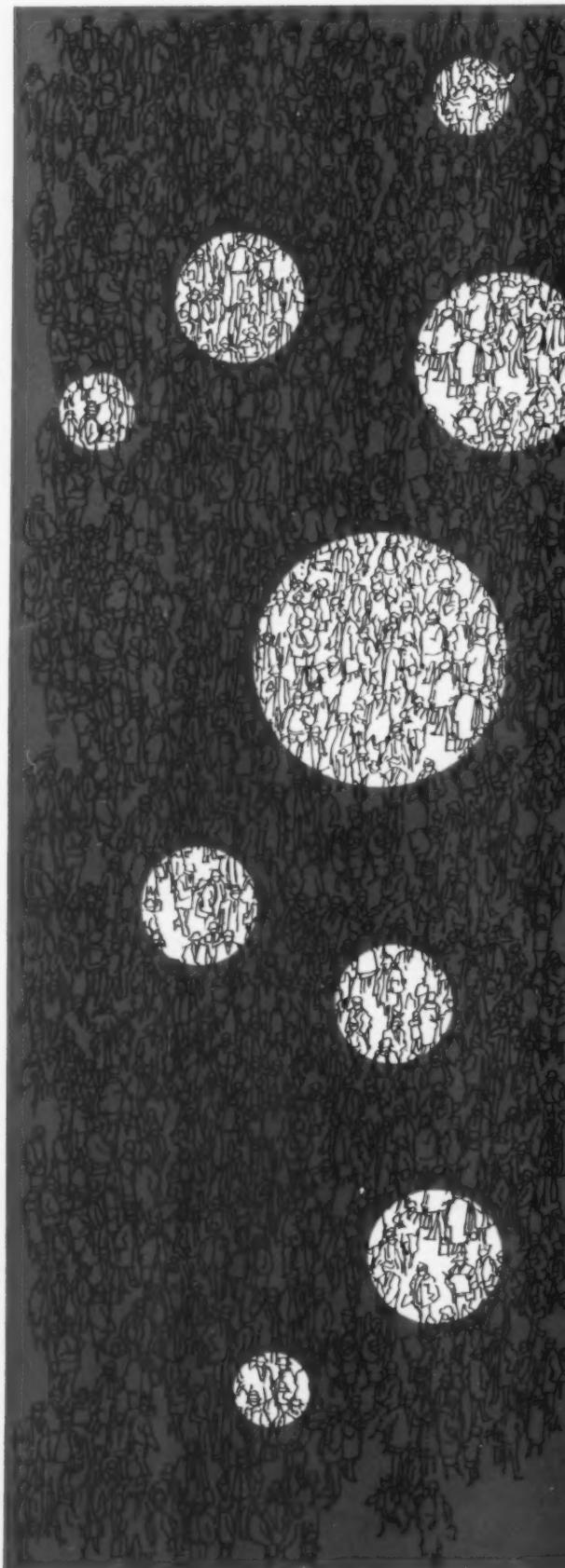
In a recent typical month without a holiday on the week-end, the Sunday Courier-Express carried 1,025,283 lines of advertising, while the "week-end" Saturday News ran only 206,047 lines.

So . . . for heaviest saturation in the Buffalo area, use the Sunday Courier-Express. For effective coverage of families with more dollars to spend, use the Morning (Daily) Courier-Express.



Media/Scope, May 1961

ROP COLOR  
7 DAYS  
*Represented Nationally  
by:*  
**NEWSPAPER  
MARKETING  
ASSOCIATES**  
NEW YORK,  
CHICAGO,  
PHILADELPHIA,  
DETROIT,  
LOS ANGELES,  
SAN FRANCISCO



HOW TO GET  
**more  
customers  
in 1961**

**FOR THE SAME  
ADVERTISING  
DOLLARS**

THE REAL TEST of a magazine's ability to deliver customers for you is its strength in covering the people best able and ready to buy what you have to sell.

It takes more than interest, mood and desire to make a customer. It takes these, *plus* the authority to say "yes" in terms of position, and the ability to say "yes" in terms of buying power. ("U.S. News & World Report", for example, delivers up to 1,000,000 *more* vacation travelers by plane, train and ship than leading magazines in which travel is the dominant theme.\*)

It also takes more than reader *numbers* to make customers. ("U.S. News & World Report", with 5,000,000 less circulation than a leading mass magazine, covers 30,000 *more* air conditioning buyers, 377,000 *more* stock buyers, and 55,000 *more* car rentals!\*)

What it really takes to make customers is *income*—confirmed by study after study in the basic markets that buy. Income, of course, determines personal buying power. Income also reflects managerial positions with business buying power.

This helps explain why more and more advertisers are using "U.S. News & World Report" as the spearhead of more and more major campaigns. No other news magazine is so concentrated among the responsible, high-income people—people who need and use the important news in shaping their plans and decisions.

Their average family income is higher than that of any other news magazine, higher than any magazine with more than 1,000,000 circulation. This higher and more active buying power is another reason "U.S. News & World Report" consistently out-performs other magazines in advertising cost efficiency or campaign effectiveness for business and industrial advertisers and for quality consumer advertisers.

So, in covering the buying markets of America, it's no wonder so many leading advertisers are recognizing "U.S. News & World Report" as—

...the most important magazine of all



## U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

### "MORE CUSTOMERS IN 1961 FOR THE SAME ADVERTISING DOLLARS"

... is the title of the new report on how leading magazines cover known buyers in a wide variety of markets—corporate stock, new cars, business and vacation travel, air conditioning, etc. Available in film strip or booklet. Ask your advertising agency or contact "U.S. News & World Report" advertising sales offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising sales offices in Boston, Philadelphia, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

\*Source: "Car Owner Study", conducted jointly by Benson & Benson, Inc., Princeton, N. J., and Market Research Division of "U.S. News & World Report".

## IN THE LAST SIX MONTHS - - -

THE SEATTLE POST-INTELLIGENCER  
IS UP ANOTHER  
**6,300**  
IN DAILY CIRCULATION

# GREATEST DAILY CIRCULATION IN OUR HISTORY

# 219,531\*

\* Monday through Friday 6 month average ending March 31, 1961

## SUNDAY CIRCULATION UP, TOO! NOW 250,904

### The Seattle Post-Intelligencer



REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

(Continued from page 62)

### Special Dummies Prepared

To make sure that the outsers would fit when delivered, special blank dummies were cut and sent to each publication. Dummies also gave publishers a more exact idea of what the finished product would look like.

What all this meant to Mr. Kornblum, and to Bill Schenck, production man on this job (since deceased), was that the press had to be stopped 32 times to adjust for cover changes, varying backbone widths, and different quantity requirements for each magazine.

Even producing the plates for the Smirnoff gate-fold portion involved special problems.

The retailer, upon opening his magazine, was confronted first by the die-cut page, or teaser, exposing just enough of the illustration beneath to make him curious enough to open the gate. Illustration itself was the four-color consumer advertisement to appear the following month in *Life*. But, because it was *Life*-size, it was too large for the liquor publications.

Top half of the *Life* plate had to be cropped and soldered to the lower half of the plate to appear in December in *Time*-size consumer magazines.

Reverse side of the die-cut gate page listed *Life* and *Time*, *Look*, *The Saturday Evening Post*, *Newsweek*, and *Sports Illustrated* as the consumer magazines to carry the illustration of the Smirnoff "Punch" advertisement in their December issues. Below the die-cut was the illustration of Smirnoff's holiday package.

In addition to running the gate-fold itself, publishers approached Heublein's wholesalers in their areas with the suggestion that they buy page one, opposite the gate-fold. There was no pressure or even suggestion from either Gumbinner or from the Heublein home office that they do so. Nevertheless, no fewer than 116 Heublein distributors bought the space.

In some areas, covered by one distributor, he bought the whole page in his regional publication. In New York, on the other hand, where three wholesalers operate, all three partici-

pated in and were mentioned in New York edition of *Beverage M*

### 271,000 Outsers

So, from the latter part of August through the end of October, Mr. Schenck followed engraving and printing of the 271,000 outsers by Wickersham Press in Long Island City.

Although Heublein paid for the paper as well as the printing of more than a quarter-million outsers, it cost no more, says Mr. Kornblum, than what it would have cost to pay four-color space rates for the three pages used for the Smirnoff gate-fold plus the cost of supplying 33 sets of plates to each publication.

Space costs for the whole operation came to \$25,000.

In addition, the publishers received paper and printing, plus the opportunity to sell regional Heublein distributors as a bonus.

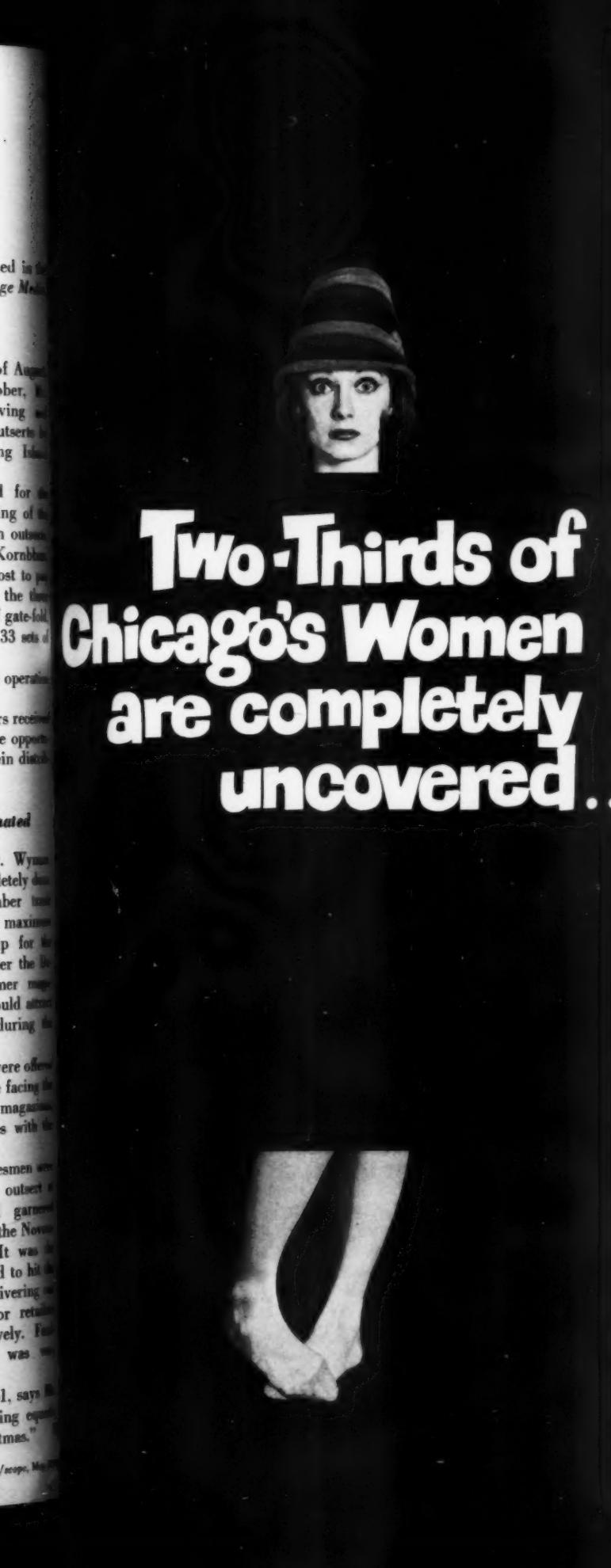
### November Issues Dominated

For Smirnoff, says Mr. Wyman, the trade promotion "completely dominated the heavy November trade magazines and guaranteed maximum visibility and readership for the brand. It showed the dealer the December four-color consumer magazine advertisement that would attract customers to his store during the holidays.

"Heublein distributors were offered the chance to buy the page facing the outsers in their regional magazines and to identify themselves with the promotion.

"Finally, Heublein's salesmen were able to merchandise the outsers at wholesale meetings, and garnered strong trade publicity for the November promotion as well. It was the most talked-about trade ad to hit the industry in some time, delivering a holiday message to liquor retailers dramatically and effectively. Feedback within the trade was very strong."

Tentative plans for 1961, says Mr. Wyman, include "something equally spectacular for next Christmas."



Though more than 7 of 10 Chicagoans read a newspaper every day, you now miss from 63.7 to 81.5%\* of Chicago's women readers when you advertise in any single Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 10 to 92 more *women* readers per dollar than other 2-paper combinations.



"Chicago NOW," the report on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures — plus some important new ideas — about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have specific information on how recent Chicago rate changes have affected the figures in "Chicago NOW."

\*Based on 1000 line B&W ad

...when you rely on any single daily newspaper to reach them

# TOP TWO

## FOR THE MONEY

CHICAGO  
SUN-TIMES

CHICAGO  
DAILY  
NEWS

CHICAGO: 401 N. Wabash Avenue, Whitehall 3-3000  
NEW YORK: Time and Life Bldg., Rm. 1708, Circle 6-1911  
DETROIT: Buhl Bldg., Room 1026, Woodward 3-0930  
MIAMI BEACH: Hal Winter Co.  
ATLANTA  
LOS ANGELES  
SAN FRANCISCO } Sawyer-Ferguson-Walker Co.



By Robert C. May  
*Sales Promotion Director*  
*Automatic Switch Company*  
*Florham Park, N. J.*

## Procedures in Media Selection for an Industrial Client

### PART IV:

## What the Industrial Advertiser Wants To Learn from Space Representatives

**T**HEORETICALLY, information on all publications could be filtered through the advertising agency. The agency could screen out the unnecessary information and present us with only the pertinent facts. In actual practice, it may be to the representative's advantage to call on the ultimate purchaser for two reasons:

1. To reinforce the agency's selection of his publication.
2. To present facts which the representative feels the agency may not have had time to consider.

Almost all space representatives are excellent salesmen, but some are welcomed with more enthusiasm than others. When the representative can

localize his presentation to our products, he is doing me a genuine service, and I look forward to his visit. As a general guide, if he can provide information to help answer questions posed in the second article in this series, he is most helpful. ("What the Agency Should Tell About Its Media Selections," *MEDIA/SCOPE*, March 1961.) Line-by-line delineation of general material available in Standard Rate & Data Service or the publication's own circulation statement is least helpful, and may be irksome.

#### 28 Ways To Earn "Welcome"

Below are 28 ways a space salesman can earn a "welcome" from the industrial client. His prime purpose

should be to localize the overall magazine presentation, bring it down to the individual advertising manager's company. Specifically, here are some of the services which a representative can perform. At least one of these services is certain to be an effective door-opener with the most inhospitable industrial prospect:

1. Follow inquiries received on the client's advertisements to sales.
2. Compare a portion of the client's customer list with the magazine's circulation list.
3. Survey the client's list to determine readership of the representative's publication among customers.
4. Institute product preference studies among readers of the representative's publication.

(Continued on page 71)



**The ONE  
magazine  
that  
COVERS  
the youth  
market...**

No magazine covers the Youth Market as **SEVENTEEN** does because no magazine covers teen-age girls' interests as **SEVENTEEN** does. Heart-to-heart and cover-to-cover, **SEVENTEEN** talks with its more than 5,000,000 monthly readers about everything from fashions to food to their futures. They read it avidly, trust it completely. Result? Just as surely as April showers bring May flowers, advertising messages in **SEVENTEEN** result in *amazing buying action*.

**It's easier to START a habit than to STOP one!**

**SEVENTEEN MAGAZINE, 320 Park Avenue, New York 22 • Plaza 9-8100**

*buying habits start in...*

**SEVENTEEN**

## Women Are Wonderful.

Ann Colone's a Woman.

### *Ann Colone's Wonderful.*

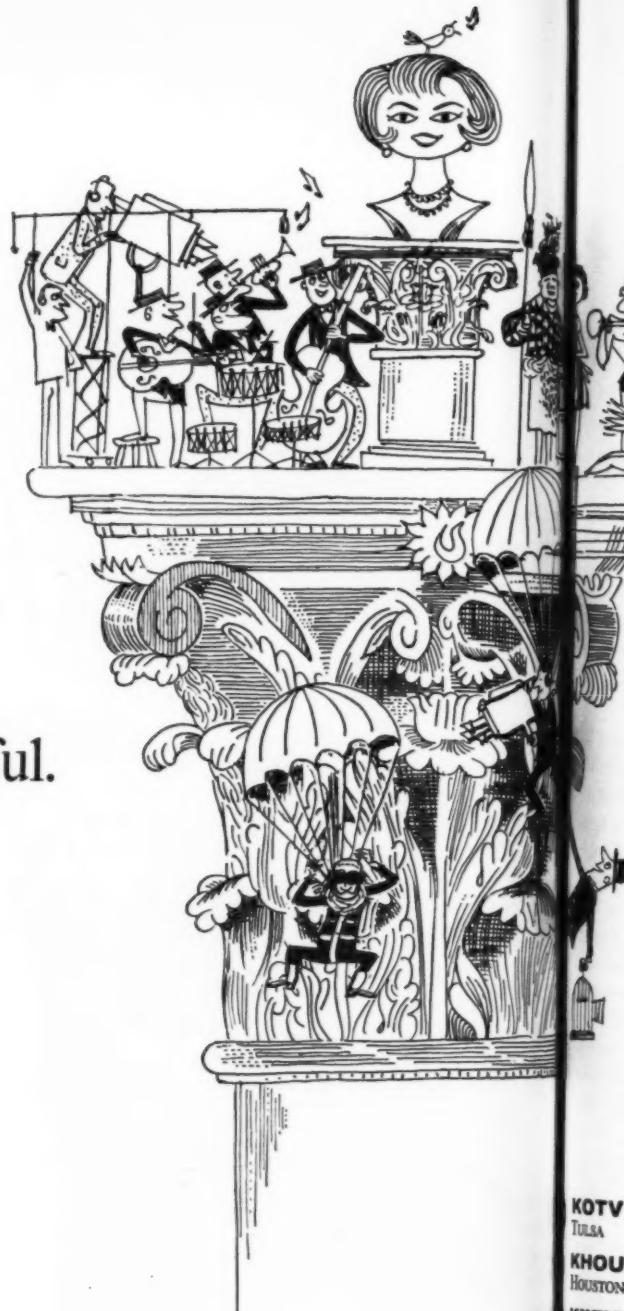
If there's a misogynist in the house, our authority for the major premise, Women Are Wonderful, is *TV Radio Mirror*, which made the comment while giving WANE-TV's Ann Colone its gold medal award for "Best TV Women's Interest Show—Midwest States."

The minor premise (minor only in formal logic terms) is axiomatic. Ann's a most attractive, vivacious, witty and entertaining lady.

The conclusion, shared by viewers, visitors and vendors alike, is inescapable. She's wonderful in providing everything from exercise gymnastics to festive cooking hints, from parakeet keepers to parachute jumpers, from the Dukes of Dixieland (in person) to the Chief of the Congolese Lunda tribe (in person). And there's always time to discuss and help community activities.

The Ann Colone Show is one-o'clock watching five days a week for large numbers of the ladies of Fort Wayne and vicinity, reaching about 60% and 100% more homes, respectively, than competing network programs; adult ladies comprise 74% of its audience.

All Corinthian stations create programs which, like the Ann Colone Show, meet local and regional tastes. This encourages local talent, builds viewer respect and helps make friendly prospects for advertisers.



*Responsibility in Broadcasting*

**THE CORINTHIAN**

KOTV  
TULSA  
KHOU  
HOUSTON  
KXTV  
SACRAMENTO  
WANE  
FORT WAYNE  
WISH-  
INDIANAPOLIS  
WANE  
FORT WAYNE  
WISH-  
INDIANAPOLIS  
Presented by

Media/Scope

(Continued from page 68)

sentative's magazine.

5. Institute recognition studies of the client's name or logotype.

6. Obtain comments on the client's advertisements from interested readers.

#### **What Is Competition Doing?**

7. Provide a summary of what competition is doing in the magazine.

8. Advise the client concerning what type of advertisement—or what information in it—proves best in the particular publication. Readex or Starch reports are most helpful here.

9. Show what advantage special positions enjoy, and then provide information on the availability of such positions.

10. Present readership reports promptly, whether the client shows up well or not.

11. Present advance information on issues devoted to special subjects, so that the client can place an appropriate advertisement—or adapt an existing one.

12. Apprise the advertising manager of the availability of directory listings.

13. Tell the advertising manager about any possible opportunities for publicity.

14. Relay information on editorial matter or advertisements relating to the client's field.

15. Volunteer information on what advertisers in allied fields are doing about scheduling.

#### **News About the Industry**

16. Provide quick news about the industry.

17. Provide information about how the client's corporate image is being conveyed.

18. Advise the client of new developments in his field that may affect his marketing operation.

19. Broadcast information from the client (when requested) on job openings (or other matters).

20. Present information on trade shows, confidential information—not

necessarily brought out in the show manager's literature.

21. Let the client know promptly of any changes in the publication's operation (more frequent issues, rising rates, change in editorial policy).

22. Advise of any special sections or privileges accorded advertisers. (Example: *Consulting Engineer's* literature bulletin.)

23. Let the client know of special services available. (Example: *Factory's* "Distributors Wanted" service.)

24. Offer to send reprints of any articles to the client or to his field engineers, and then alert him to articles of interest.

25. Inform the client of editorial features which may furnish a tie-in with his advertisements.

26. Alert the client to the availability of direct mail lists.

27. Handle directly any specific requests an advertising manager may have.

28. Furnish any and all information which may have a bearing on questions A-D, in the second article in this series.

#### **Phone for an Appointment**

Last, but far from least, to please the advertising manager, if at all possible telephone for an appointment; the courtesy is appreciated. Two things may result from this telephone call:

The client may not be willing to see you at all; in which case you'll have an opportunity to find out why before wasting a call.

You'll get an appointment at a time which the client has reserved for you, and when he feels he can listen to you with an open mind. ■

*This concludes Mr. May's four-part series on "Procedures in Media Selection for an Industrial Client." The items have been: "How the Advertiser Makes Decisions in Budgeting" (February); "What the Agency Should Tell About Its Media Selections" (March); "Presentation of the Media Plan," (April).*

**KOTV**  
TULSA  
**KHOU-TV**  
HOUSTON  
**KXTV**  
SACRAMENTO  
**WANE-TV**  
FORT WAYNE  
**WISH-TV**  
INDIANAPOLIS  
**WANE-AM**  
FORT WAYNE  
**WISH-AM**  
INDIANAPOLIS  
Presented by H-R

**H-REATIONS**

# How Charlie Rock Rescued Newspapers And Media Buyers from an Awful Mess

*There were no comparable lineage figures for newspapers until Charlie Rock staked his personal fortune on an idea, Media Records, and battled successfully to establish it.*

By George Benneyan

**I**N JANUARY of this year, Media Records began its thirty-fourth year of measuring newspaper advertising and selling its compilations to newspapers, advertisers, agencies, and other interested organizations and individuals.

And few people, I suppose, remember what a mess the recording of newspaper advertising was in before Charlie Rock launched his remarkable service in 1928.

I remember, because I had to toil in the newspaper vineyard, year after year, without the benefit of any uniform or comparable lineage figures . . . for individual newspapers, or for groups of newspapers, or for newspapers as a whole . . . for total advertising, or for classifications of advertising, or for individual accounts.

We were all working in the dark.

The New York *Sun* was a leader in department store, automotive, and other important classifications of advertising. But the only way we could compare our lineage with that of leading newspapers in other cities was to wire or write them for their figures at the end of each year . . . which we did regularly. Even so, we weren't sure that these newspapers used the same definitions for the various classifications. Was a store like Best's in New York identified as a department store or a specialty shop? Was a Ford ad signed by a local dealer, national or local? Did the figures for automotive advertising include tires, gas, and oil?

Every newspaper did its own measuring of its own advertising and that of its local competitors . . . to see where each stood, by classifications and by accounts, for the day, the week, the month, the year. There were always such nice questions as what was display and what was classified advertising; what was dealer-cooperative and what was manufacturers' advertising; what was affiliated (free) and what was paid advertising; and just what did the "miscellaneous" classification include? Each newspaper answered these questions for itself, and it seldom agreed with any other paper.

You can imagine the confusion.

You can imagine the reactions of the advertisers and agencies, the media buyers, who were on the receiving end of these conflicting compilations.

In a few of the larger cities the situation was eased by a central source of uniform figures for the locally-published papers, underwritten by the papers themselves.

In Chicago there was the Kuderling Service which later became the Advertising Record Company and whose figures were official for all Chicago papers. In New York there was, strangely, the New York *Post* Statistical Department whose compilations were bought, accepted, and quoted by the other New York papers. (Later this service was taken over by Mrs. Molly Kuderling who, on invitation, expanded her Chicago service to include New York.) There was also the de Lisser Brothers service, which operated in New York and several other large cities and which specialized in daily lineage reports on individual local advertisers. But even these cooperative services differed from city to city in their methods and definitions.

\* \* \*

CHARLES EDWARD ROCK SAW THE NEED for correcting a situation that was irritating to buyers of advertising and harmful to newspapers. He felt, too, that filling the need might be a good business investment for himself. It was with his own money that he established Media Records. There were no underwriters, no investors, and no partners.

Rock was in a good position to sense the need. For some years he had been a sales manager of Gillette Razors, and was actively involved in Gillette's buying of newspaper space across the country. He saw, at first hand, how limited and almost useless were the data available on newspaper advertising.

He was encouraged in this thinking by his friend Bill Nugent who, at one time, was advertising manager of Hearst's Boston *American* and, at another time, adver-

tising manager of the Boston *Herald-Traveler*. (Bill later joined Rock as his right-hand man and became a veritable John the Baptist, a great travelling missionary, educator and salesman for the revolutionary new idea.) Rock had other strong supporters and cheerers, among them: Jim Coveney of the George McDevitt newspaper representative firm, and Cornelius Kelly of Kelly Smith, another big representative firm. Through these men, and especially through Bill Nugent, Rock got the backing of Col. Frank Knox who was then general manager of the Hearst newspaper chain (and who in World War II became Secretary of the Navy).

Agencies and advertisers were strong for the establishment of a service that would give them standardized and usable figures for all newspapers. (As in so many other projects involving newspapers, it was easier to sell the buyers than the sellers of newspaper space.)

But Rock had opposition, too; and, unfortunately, the opposition came mostly from the newspapers themselves. They didn't want an outsider making definitions and calling the signals for them. They didn't want someone they didn't know telling them whether this shop or that manufacturer belonged in this classification or that classification . . . or what was an office ad and what wasn't.

\* \* \*

CHARLIE ROCK HAD ANOTHER KIND of opposition too. Or, rather, it was competition. It was so formidable that he almost lost out on the big gamble on which he had risked his personal fortune. It came from the powerful American Newspaper Publishers Association . . . and I was involved in it up to my ears.

Just about the time Rock got thinking of his Media Records, the ANPA got thinking that it should straighten out the mess in the recording of newspaper advertising lineage by establishing, within the Association, a Bureau of Statistics (like its already-existing and powerful Bureau of Advertising).

Late in 1929, the ANPA set up a committee to study the situation and to propose a plan. It was called the Committee on Standardization of Newspaper Advertising Lineage. The chairman was L. K. Nicholson, president of the New Orleans *Times-Picayune*. With him were Don Bridge, then advertising manager of the Indianapolis *News*, Joe Melia, publisher of the New York *American*, a Hearst newspaper, Ed Friendly (my boss), business manager on the New York *Sun*, Don Patterson of the Scripps-Howard papers, and a number of other important newspaper executives.

For some reason or other, the Committee put its finger on me to do the spade work and to develop a plan which it could propose to the Association. For three months (with Ed Friendly's approval) I was off the New York *Sun's* pay roll and on the pay roll of the ANPA. For the Association I made trips to Boston, Chicago, Detroit, Washington, Baltimore, and other cities to see how lead-

ing newspapers were handling the measuring and reporting of newspaper advertising. (L. B. Palmer, director of the ANPA, gave me my credentials and letters of introduction.) I remember, too, sending a questionnaire to the 500 members of the ANPA (that's all there were then) asking them what they did about lineage figures and how they would feel about standardizing them.

In the end, in addition to outlining a plan for the operation of a Bureau of Statistics, I worked out a number of different forms to be used in reporting national, local and classified advertising . . . by cities, by classifications and by accounts . . . for the month, and for the year to date. I had a printer set up and run off the various forms (there were eight, all told) and distributed them to members of the Committee and officers of the ANPA. I still have a complete set of the long printed forms.

The plan was not for the Bureau of Statistics itself to measure newspaper advertising but, rather, to standardize



the measuring done by the newspapers, collect the standardized figures, and make them available on a uniform basis and as a regular service.

Each newspaper was to measure its own lineage, following clearly-defined rules, send its compilations every month to the Bureau of Statistics, using the forms provided by the Bureau. The Bureau would then check, add, coordinate, and organize the figures it received from the newspapers, and issue its official reports every three months, for the quarter just passed and for the year to date . . . by newspapers, by cities, by classifications, and by major accounts.

(Continued on page 76)

ers and receiving  
eased by locally themselves. which later those fig New York Political De- potted, and is service on invit- (New York) e, which cities and individual services definitions  
for cor- that filling himself. Med- tors, and need. For Razors of news- first hand, available on friend Bill manager of e, adver- ope, May 1961

Now Godfrey  
can sell for  
you morning  
noon & night  
weekdays &  
weekends  
...with the  
new Godfrey  
Extension Plan  
on the CBS  
Radio Network





**G**ODFREY in a variety of peak listening times. Godfrey when men (and wives who work) are home! Now you can put Arthur Godfrey's unrivaled salesmanship to work with full flexibility. The new Extension Plan offers the specific audiences you want, at strategic times, plus the greatest salesman in broadcasting.

**A**DVERTISERS who sponsor one ten-minute segment of top-ranking Arthur Godfrey Time can now buy six additional program-integrated Godfrey commercials—as only he can deliver them—placed where they promise to do the most good.

**T**HIS PLAN really extends your Godfrey Time buy. Typically, it just about triples the number of different people reached and gross weekly audiences go up almost six times. And this isn't just more people reached. This is more people reached—by Godfrey! It is a most impressive new advertising opportunity. We'd welcome your reaction to it. Call your CBS Radio Network representative for full information.

## How Charlie Rock Rescued . . .

(Continued from page 73)

Within the over-all rules, each newspaper was allowed certain flexibilities in order to meet local needs and conditions. If newspapers wanted to, they could have one local organization do the measuring of all the local papers. There were many other interesting aspects of the plan, but they're not important now.

The organization recommended by the Committee was, in present-day terms, too simple to be true. And the budget was unbelievably small.

There were to be a director of the Bureau of Statistics who was to be charged with "the responsibility of making the plan work" and who was to get \$15,000 a year; an office manager who was to be "a trained statistician" and who was to get \$5,000 a year; and three statistical clerks "of more than usual ability," each of whom was to receive (hold on to your hat) \$35 a week.

The pay roll for this staff of five persons was, therefore, to come to \$25,460. Another \$24,540 was budgeted for office overhead, supplies, printing, travelling expenses, etc., . . . making a total budget of \$50,000 a year. This sum was to be provided, on an equal, per-newspaper basis, by the participating publications. Thus, said the report, "if all 500 members of ANPA participate, the cost per paper will be \$100 a year; if 200 newspapers participate the per-paper cost will be \$250 a year." Cheap.

Oh, yes; the plan also called for an inevitable Committee in Charge, to be appointed by ANPA. Its duties would be "to control the policies of the Bureau of Statistics."

(Incidentally, this ANPA assignment and the fact-finding trips it involved . . . bringing me, as they did, in contact with newspaper promotion and research managers far and wide . . . laid the groundwork and sparked the idea for the founding of the National Newspaper Promotion Association which came a couple of years later. Funny, how one thing will lead, unexpectedly, to another.)

\* \* \*

THE COMMITTEE'S PLAN was submitted to the ANPA, in the form of a resolution, at its annual Convention in April 1930.

It resulted in a bitter fight on the floor of the Convention, between those who favored the non-profit-making, industry-sponsored, Association-operated plan proposed by the Committee, and those who favored an independent, outside, money-making, commercial operation which Charlie Rock had already started on a small and experimental basis. Someone got up at the meeting to say that a plan that was worked out by the promotion manager of the New York *Sun* couldn't possibly be fair and objective; it was bound to be weighted in favor of big cities and evening newspapers.

Rock had marshalled his forces well. He had strong backing from the Hearst chain. I remember Col. Knox taking the floor to speak in favor of the Media Records plan. And, as I recall it, Joe Melia, publisher of Hearst's

New York *American* and a member of the Committee, spoke at the meeting against the Committee's proposal and in support of Media Records' operation.

That was the end of the Bureau of Statistics of the ANPA. And that was what opened the door wide to Charlie Rock's Media Records, which, as everyone knows, has turned out to be a godsend to advertisers and newspapers alike.

\* \* \*

OF COURSE, I WAS a little sad and a little bitter at the defeat of something which I had slaved over for three months and in which I believed strongly.

All the time I was on the assignment, I knew of Rock's activities, of course . . . and he knew of mine, of course. But I never met him or saw him until one day when, at a convention in Chicago's Stevens Hotel, someone turned to me in the elevator and said "Do you know Charlie Rock, George?"

I shook hands with my antagonist, the big, burly Rock . . . and we both grinned. Later on, we became good friends. Over the years, at the *Sun* and at the Bureau of Advertising, I guess I made more use of his figures than almost anyone else.

Charlie Rock died in January 1940 of a cerebral hemorrhage. He was 55.

His Media Records was a bold, pioneering, courageous idea. He worked hard at it, had complete confidence in it, did well with it, and had the satisfaction of making a major, a lasting, and a much-needed contribution to an important industry.

He was as independent as all get-out. He made his own rules, set his own prices, had his own rigid principles. Sometimes he was pugnacious and belligerent and impatient. He loved a fight, and he usually won.

He refused to have his measuring methods and yardsticks juggled around or altered to please this or that individual or newspaper or group. (On more than one occasion I did my best to get him to make some changes which I honestly thought would be good for everybody, including Media Records. But I always lost.)

He knew that once he gave way to special entreaties, he was sunk. He never had an advisory committee or a governing board of a "committee in charge." He ran the show himself, told newspapers how the advertising they published should be measured, recorded, and reported. And he made them like it . . . eventually.

At the beginning, the newspapers he measured were non-subscribers. They made no contributions, and some of them didn't even want to be measured . . . not by Media Records rules. This was the trying period. This was when he was dishing money out, getting next to nothing in. But eventually he built Media Records into an authoritative, highly-respected, efficient, and profitable organization offering a service that is well-nigh indis-

(Continued on page 78)



**AMBITION STARTS EARLY.** It's the need to learn, to know, and to do, to take part in something with others and to strike out for something on one's own. There is, perhaps, no magazine that can claim to fulfill these vital needs among its readers as thoroughly as does BOYS' LIFE.

Currently running is a series prepared with the assistance of the *American Bar Association* on the Origins of Law and Justice. Its purpose is to help create a more enlightened attitude among young people toward the safe-

guards and defenses guaranteed the individual under our legal system. Soon to come is an article by *Margaret Mead* on the responsibilities and rewards of growing up, written with the slant toward young reader interest. Features by *Ashley Montague* and *Durward Allen*, and stories by *A. B. Guthrie, Jr.* and *Ray Bradbury*, follow through. BOYS' LIFE today is as youthful, as spirited, as contemporary as the 5,000,000 boys who read it every month. There is no better way to advertise to the male youth market.

# BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new *Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life; Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.*

(Continued from page 76)

pensable to buyers and sellers of advertising, to marketing men and merchandising men, and to students and teachers of advertising.

Today, the organization has some 300 employees in four cities measuring, classifying, recording more than 15 million separate newspaper advertisements a year. And, so, Rock's objective of stimulating a better understanding of newspaper advertising, of encouraging a more efficient selling and buying of newspaper space continues to be realized.

The men who run this essential operation today are John Halpin\*, president, and Leonard Collins, vice president of Media Records. Both are old-time, dedicated, Charlie Rock men . . . hired, trained, and conditioned by the pioneering master himself.

\* \* \*

I'M GLAD NOW that Rock won out and that I lost.

In retrospect, I don't believe an industry-sponsored and ANPA-operated lineage-recording bureau would have worked. I thought it would then, but I was young.

With all its advantages of being an independent and self-governing operation, Media Records has had no bed of roses. There have been plenty of thorns in the way, plenty of rocks (no pun) on the road.

Imagine what the road would have been if such a delicate, sensitive, and explosive operation, serving newspapers of all sizes, and kinds, and interests, had been administered within the industry and controlled by newspapers themselves.

Imagine satisfying all the rugged individualists that make up the newspaper industry, with figures for their own advertising volume and that of their competitors. And, if you want a real bleak picture, imagine satisfying the newspaper representative organizations, as well.

How would you like to run a Bureau of Statistics of the American Newspaper Publishers Association? Running the Bureau of Advertising is tough enough. ■

\* Last month John Halpin retired and was succeeded by Leonard Collins.

## How Buyers of Business Papers Define the Term "Subscriber"

A STUDY conducted by MEDIA/SCOPE and Standard Rate & Data Service among members of their National Panel of Media Buyers showed that, among 154 panelists who responded, only 57 per cent considered that a "subscriber" is a person who receives a business publication for which a sum of money has been paid.

When the term was used in reference to consumer magazines and newspapers, almost 95 per cent of the panelists defined a subscriber as one who had paid for the publication he received.

Thirty-five per cent of the respondents defined a subscriber to a business publication as a person who receives a publication *free* but *did request it*. Almost 8 per cent felt that a subscriber is a person who receives a publication *free* but *did not request it*.

The table gives the complete responses to this question.

Per Cent of Respondents Giving Each Definition of "Subscriber" as Applied to Business Publications, Consumer Magazines, and Newspapers

	Business Publications	Consumer Magazines	Newspapers
A person who receives a publication <i>free</i> but <i>did not request it</i>	7.7%	—	1.7%
A person who receives a publication <i>free</i> but <i>did request it</i>	35.0	5.4%	5.1%
A person who receives a publication for which a sum of money has been paid	57.3	94.6	93.1

## NEW WRINKLES

Paper-back books with advertisements on second, third, and fourth covers are due to become more prevalent. **American Machine and Foundry's** Pinspotter Division bought three covers of "Guide to Natural Bowling," a Pocket Books, Inc., title. Jerry Donovan, AMF vice president in charge of advertising, bought it for "long life, multiple readership, continuing exposure: a bullseye shot at our market of bowling families." Pocket Books expects to expand cover sales to advertisers on both vertical interest (as bowling) books and unrelated titles.

Merchandising of the magazine advertising to be used by **Celanese Corp.** to introduce its new polyester fiber Fortrel is wrapped in a magazine of its own. The merchandising piece looks like a 64-page (plus four covers) woman's magazine, complete with cover girl, contents page, articles about the campaign, and four-color advertisements (Fortrel's campaign) positioned throughout.

Accordion gatefolds of large dimension were used recently in an interesting way in *Outdoor Life* (April) and *Graphic Arts Buyer* (January-February issue). The one in *Outdoor Life* was 16 pages of advertising and full-color paintings of popular sporting fish placed by **Garcia Corporation**.

**Fishing Tackle.** The *Graphic Arts Buyer* insert was 12 pages on which were exhibited the ability of the advertiser, **Barnes Press** of New York, to print photographs, in this case photos of six fashion models.

Closed circuit TV was added by **Fuller & Smith & Ross**, New York advertising agency, as a new feature of client service for **Hercules Powder Company** recently when the client opened a new plant at Lake Charles, La. The event was televised on location, following a script prepared by the agency, and piped directly to the agency's office in New York where the press met to cover the event long-distance. At the same time, the telecast was taped, and rebroadcast over KPLC in Lake Charles at 9:30 P.M. to reach local viewers in prime evening time.

# 20% of Daily Newspapers Now Offer Discounts



**SRDS**  
*classifies*  
*discount structures as bulk,*  
*continuity,*  
*frequency.*

By Dr. H. P. Alspaugh  
*Vice President - Editorial*  
*Standard Rate & Data Service, Inc.*

THERE HAS been a wide variety of statements in the trade press and at industry meetings concerning discount structures used by the daily newspapers of the country. The variances in quoted figures undoubtedly result from the lack of uniform definitions, different dates for making counts and possibly from the lack of uniform interpretations. Also, dates when the discounts are effective could exert some influence on a tabulation. For example, several newspapers have announced discount plans which will be effective June 1, 1961.

As of April 3, 1961, there were 333 individual daily newspapers out of approximately 1,600 listings in SRDS Newspaper Rates and Data that offered some form of discount to national advertisers. This means that, in terms of number of publishers, 20 per cent offer some kind of discount plan.

On the basis of circulation, daily newspapers with some form of discount account for approximately 34,848,000 circulation or 60 per cent of the 57,745,000 total U. S. daily circulation. In other words, a national advertiser may purchase space under some type discount plan for 60 per cent of the U. S. total circulation. Accordingly, the old concept that "newspapers generally sell space at flat line rates" is somewhat in error.

The number, types, kinds, size specification, and other variables found in discount rate structures show a very limited degree of uniformity. However, at the suggestion of the NAEA Statistical Committee, Standard Rate and Data Service, Inc. undertook a project of classifying discount rate structures under three very broad classifications. These were named and defined as follows.

**Bulk Discounts.** Discounts quoted for cumulative lines and/or pages per year.

**Continuity Discounts.** Discounts and/or rates quoted for varying size space units contracted for within a specified time period. (Example—10 or 12 ads within 13-weeks' period, etc.)

**Frequency Discounts.** Discounts and/or rates for varying size space units and varying number of ads used within the contract year. These discounts are quoted either on the basis of number of weeks per year and/or number of insertions per year. (Example—rates for 20 weeks per 52 weeks and/or 20 insertions per 52 weeks.)

Inasmuch as the AANR "four point plan" was released after the tabula-

(Continued on page 80)

## 20% of Dailies Offer Discounts

(Continued from page 79)

TABLE 1.

	Bulk	Continuity	Wkly. Freq.	Open Freq. Or Ins.	Total
Number of Papers	225	85	46	151	333
Circulation	27,217,000	5,314,000	27,472,000	34,847,000	
% U. S. Total Circ.	47.	9.			60.

TABLE 2.

### Frequency Discounts

Frequency Units	Weeks per Year	Insertions per Year	Total
	No. of Papers	No. of Papers	No. of Papers
10-20, etc.	.....	63	63
12-24, etc.	9	11	20
13-26, etc.	29	85	114
Other	8	64	72

tion was started, it was decided to subdivide the frequency discount grouping on the basis of "weekly frequency discounts" and "open frequency (insertions per year) discounts." The total papers with discount structures break down as shown in Table 1.

It should be noted that the Total column is not the sum of the individual columns, since many papers offer more than one discount plan. Also, it should be understood that the discount plan may apply to either black and white, color or both.

These data indicate that bulk and some form of frequency plan are used by approximately the same number of papers and the circulation data are about the same. However, a substantial number of papers utilize all three basic types of discount structures.

For those papers which quote a "frequency" type of discount, there has been considerable discussion as to what frequency units are most commonly used.

By combining "variable size ads" and "full page only," the tabulation shows the following number of papers using the respective frequency

units or multiples thereof. (Table 2.)

Again, it is not meaningful to add the columns, since some papers use one or more of the frequency combinations.

In preparing this tabulation and keeping it up to date, it is significant to observe that during the past two months, and particularly the past month, that the number of papers adopting the Continuity Impact Discount plan has increased substantially. Adoption of the continuity plan along with "frequency plans" explains a recent upward trend of the "frequency plans" which utilize the 13-26 multiple for frequency discounts. However, since many of these papers belong to the small circulation groups, the 10-20 frequency multiple is more important when measured by amount of circulation. The data show that the "10-20 frequency" group account for 12,125,000 circulation as compared to 7,422,000 for the 13-26 group.

Finally, there is one further observation that should be of interest to the reader. The data shown for "weeks per year" versus "insertions per year" are as reported on rate

cards. However, based upon a few personal telephone calls, it was indicated that the same rates would be available to an advertiser using ads regardless of whether the rate card read "weeks per year" or "insertions per year." If this is true generally, then the four rate plans outlined by the AANR could well be reduced to three basic plans by combining "concepts No. 2 and No. 3" as identified in the trade press.

Even with three basic plans, the number of variables being used by newspapers produces complexities in buying newspaper space. Variations in terms of:

"volume breaks" for bulk discounts;  
frequency units and/or size units for frequency discounts;  
discounts applicable to B/W, space only for color ads or to total cost of color ads, and/or  
the application of space used for special types of advertisements such as multiple page inserts  
make it necessary that the space buyer or his assistant be a mathematical genius to figure the earned rate for space used.



## How To Make the Best Use Of Newspaper Representatives

Frank Gurda of Branham discusses:

- What the buyer should expect;
- what the representative should expect;
- trend to greater stature for media buyer;
- missed opportunities in using representatives;
- importance of advertiser as well as agency calls.

By Frank B. Gurda

SOME ADVERTISING AGENCIES take full advantage of the newspaper representatives calling on their shop. Others consider him a competitor and some an order taker. The caliber of the media department within an agency often determines which attitude prevails.

The media buyer must often wonder: What does the media salesman expect from his call? What does he have a right to expect? The media representative wonders: Why, to a similar solicitation is there a wide difference in reaction among the media buyers? A logical buy on some occasions cannot arouse enough interest to permit all the facts to be submitted. In other cases, the buyer runs with the ball far beyond the call of duty.

Unfortunately, some agencies do not fully appreciate the importance of a good media department. The media department may be relegated to a secondary place in the agency. A good department and good relations with media representatives is an im-

portant service to the advertiser, and every agency should re-evaluate this department from time to time to see if it is getting and giving the best service.

Newspapers and markets have unique characteristics, and a shrewd media buyer can recognize these differences. While the average advertising campaign is not expected to force sales to skyrocket, it is expected to carry a fair share of the job of moving merchandise at a profit. Some markets are more expensive. Some newspapers have a circulation pattern which is more desirable. In some markets poor distribution or competitive inroads may require additional sales and advertising effort. The buyer should encourage the newspaper representative to contribute his intimate knowledge of the local situation. It doesn't make sense for buyers to say: *the list is made up and there is nothing anyone can do about it.* Changing trends in readership and even more important changes in markets and local buying habits all play a part in choosing the right media under a given set of circumstances. And the newspaper representative knows about these trends.

Selling newspapers has come to the end of a second era and many changes are taking place. The first era ended when newspaper space

brokers were replaced by the emergence of advertising agencies. As giant markets grew and most cities had at least two competitive newspapers, the newspaper representative business flourished to new heights. Now that era is rapidly coming to a close.

The successful newspaper representative now finds himself selling not only markets but also regional markets. The need for a high degree of marketing knowledge on the part of both the space salesmen and the media department is essential. Regional newspaper buys similar to the sales districts of the advertiser will afford the opportunity of maximum coverage and minimum cost where the need is the greatest. Rate discounts for package buys may provide tremendous savings.

A good newspaper representative provides the media department with *data* and *information* which are the essence of media selection. He resents being called an order taker, just as much as a space buyer dislikes being thrown in the category of clerks. While I will not attempt to defend the order taker (and there are some in the representative business), buyers should be careful not to interpret a call requesting information as an order taker call.

(Continued on 80-D)

Frank B. Gurda has been with The Branham Company, Chicago, as a media representative for the last nine years. Prior to that he was assistant manager of the Chicago office of the American Press Association.

Media/Scope, May 1961



# AMERICAN HOME: FIRST IN FURNISHINGS AND APPLIANCES

No other national mass magazine devotes as much editorial space to home furnishings and appliances as the new American Home. You find page after colorful page of livable room settings ranging from during traditional to prophetically modern.

Practical? You bet! This ship-shape interior from a recent issue, for example, was designed with 12,000,000 busy, buying men and women in mind. Furniture, fabrics, rugs and accessories are all available in hundreds of major department and specialty stores across the country. What's more, through American Home's Shopping Information Service, you can



...itorial space  
n Home. You  
ng from  
cent issue  
n and w  
ll available  
nformation Ser  
readers can get details on where to buy them and how much they cost. Common sense and uncommon sensitivity are the twin qualities of American Home's editorial staff. They know first-hand the tastes and problems of today's young suburbanites. They're young suburbanites themselves, with a flair for adventure and a contagious enthusiasm. In fact, they're the youngest editorial staff in the mass magazine business. American Home's level-headed vitality is paying off in newsstand gains and advertising orders. It's paying off in sales for our advertisers, too. Is the country moving for America's homes? Get there with the new American Home.

AMERICAN  
**HOME**

...THE MOST EXCITING THING THAT'S EVER  
HAPPENED TO HOME SERVICE MAGAZINES

(Continued from 80-A)

### What Buyers Should Expect in a Good Representative

1. A comprehensive knowledge of his market.
2. Ability to translate complete information to the media buyer, saving him time in determining proper application of related material and research.
3. Initiative and tact in handling assignments from newspaper and agency.
4. Organization and good records of active campaigns providing proper rate advantages and merchandising coordination.

Every intelligent salesman has to know as much about the prospective campaign as possible before proceeding to attempt a sale. Discretion rather than secrecy should be the watchword when such a call is received. A good space representative can be a great asset if he knows campaign objectives. He can point out some advantages in markets not on the list, and he can furnish information on exceptional local market developments which affect the advertiser. The ethics of our business forbid any space representative from revealing advance information of a campaign sponsored by one adver-

tiser to his competitor. I know we at Branham have a strict rule on this, and I'm sure other representative firms have too. Discretion, not secrecy, should be the watchword.

The newspaper representative should offer the media buyer an intimate picture of the market he represents; and when given the chance he can serve the media buyer in many ways. For example:

1. He can point out unusual sales opportunities when they are present.
2. He can interpret new studies and research made available in his markets.

### What Representative Should Expect in a Good Buyer

1. Be easy to reach.
2. Have an open mind.
3. Understand relative strengths and weaknesses of competitive media and recognize that individual newspapers have individual personalities.
4. Trust the representative and encourage him to present all the facts.
5. Know what you want and let the representative know what you want.
6. Take action if it is logical and justified.

3. He can recommend cost and coverage advantages of new groups and package buys.

4. He can initiate effective merchandising programs in support of advertising campaigns—consulting advertisers for objectives, utilizing the newspaper's department, aware of the extent his paper will go.

5. He can provide a day-to-day service literally placing the market on your doorstep for study and consideration.

Many new trends are taking place in the buying of media, and all of them are placing greater emphasis on the importance of the media department in the agency. Newspapers, television, radio, and magazines are spending huge amounts of money today for research. Much of this research is directly tied to the use of media. The average media buyer must serve in the dual role of a research analyst. The representative can help the space buyer tremendously in this phase of the work, especially with analysis of what's new.

Initiative and independence are essential to any good newspaper representative. In competitive market situations or in selling special features, the space representative must exercise good judgment in selling the advantages of his buy. When this calls for initiative and independence, media buyers must recognize it as good business. Special features offer special impact; and if the space representative cannot get an audience for such a call, he is forced to see the advertiser.

The advertising manager is quick to recognize an opportunity and to encourage the newspaper representative to dig deeper for even more information which will serve his needs. Here is where media buyers can improve their professional standing. They should take a more active role in the campaign planning, and find out what the marketing and advertising objectives are by participating in the client meetings. This is changing today as more media people work closer with the sales department of the advertiser. Many media decisions must necessarily be directly involved.

# We Believe This Is One Of The Most Remarkable Progress Stories in The Entire Nation!

More than three years ago, the Journal-American launched an expansive—and expensive—program of product improvement. The inauguration of complete stock tables alone represented an annual investment of nearly a million dollars.

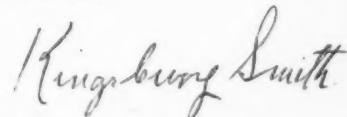
Circulation progress was immediate and consistent. *Month after month after month circulation gains were registered.* The gap between the Journal-American and our evening competition widened impressively.

Significant and gratifying progress was made among upper income groups, owners of high priced cars and home owners. *In each of these categories our lead over the evening competition was greatly increased.* At the same time, the gap widened between our paper and the other evening papers in the important city area and in every single blue-chip suburban county.

We now have completed another circulation

period and we point with pride to our growth record for the six months ended March 31st. Our rate of progress has been accelerated. Just as we have accelerated our service to readers . . . and to advertisers.

Respectfully,



*Publisher, N. Y. Journal-American*

P.S.—The circulation progress of the week-day Journal-American is also reflected in the Sunday Journal-American. Benefiting from a million dollar program of editorial improvement inaugurated last fall, the Sunday Journal-American has again increased its circulation, substantially topping 800,000 for this six month period.

## ANOTHER GREAT GAIN!

# UP 30,000

**THIS IS MORE THAN TWICE  
THE GAIN OF THE 2ND  
EVENING NEWSPAPER**

*Circulation for the 6 months ended March 31 EXCEEDED*

# 637,000

**160,000 MORE THAN THE WORLD TELEGRAM & SUN**

**WELL OVER 250,000 MORE THAN THE POST**

NEW YORK  
**Journal American**

*Nationally represented by Hearst Advertising Service, Inc.*

## NEW MARKET SURVEY AVAILABLE

If you sell anything to the trucking industry, you should read PCT's new Market Survey. Here are the concrete facts, with no frills, on the reading . . . and buying . . . habits of 760 of the top management men in the tank truck industry. For your copy, call, write or wire

### Petroleum and Chemical Transporter

7815 Old Georgetown Road  
Washington 14, D. C.  
OLiver 4-4249

## CAPTURE 75% OF THE BUYING POWER OF THE BIG TEXAS MARKET WITH ONE ORDER . . . SAVE UP TO 23%

SPECIFY THE TEXAS NEWSPAPER  
GROUP

- ★ Beaumont Enterprise and Journal
- ★ Corpus Christi Caller and Times
- ★ Dallas Times Herald
- ★ El Paso Times and Herald-Post
- ★ Fort Worth Star-Telegram
- ★ Houston Chronicle
- ★ San Antonio Express and News

1,068,855 DAILY CIRCULATION  
976,733 SUNDAY CIRCULATION  
Represented Nationally by The Branham Company

## DODGE AND SIMMONS DEBATE . . .

(Continued from page 50)

both issues, and were asked to indicate, one by one, whether or not they remembered seeing them. Thus, among readers in Group 1 above, claimed recognition of ads that appeared in issue B and not in issue A obviously resulted from "confusion" concerning which ads were seen in the issue read. Conversely, among Group 2 above, claimed recognition of ads that appeared in issue A and not in issue B could result only from confusion. In the results for Group 1 and Group 2 combined—a total of 742 respondents—the differences between the number of correct claims and mistaken claims could not be due to the differences in the ads themselves, because each ad was shown to equal numbers of readers and non-readers of the issue containing it, constituting two matched samples.\*

Chart A shows the claimed ad readership scores (A), the confusion scores (B), and the net differences between the two (A-B) for respondents interviewed within 24 hours, within 24 to 48 hours, within 48 to 72 hours, two to four weeks and four to six weeks following their reading of the issue.

It is noteworthy that the "confusion scores" shown in Chart A increase substantially in relation to the time elapsed since exposure to the issue. Correspondingly, the "net difference" between the "claimed recognition score" and the "confusion score" diminishes rapidly in relation to the time elapsed since reading the issue. These net differences closely approximate the adjusted scores produced by applying the Controlled Recognition Formula developed by Dr. Darrell B. Lucas, who first called attention to the problem of confusion and the need for adjusting scores for it.

\*While these two samples are properly matched with respect to reading just one issue out of the two issues tested, these samples do not include the readers of both issues, who tend to claim recognition of more ads, on the average, than the readers of a single issue, probably because they are exposed to ads more often.

As developed by Dr. Lucas and applied here, the Adjusted Score is given by:

$$\text{Adjusted Score} = \frac{A - B}{100\% - B} \text{ where}$$

A and B are the "claimed recognition score" and the "confusion score," respectively, as defined above. Dr. Lucas originally applied his formula to a somewhat different situation in which ads were shown to matched samples of respondents before and after opportunity for exposure. The adjusted score takes into account the fact that some of the "confused" respondents in the "before" sample may later see and remember the ad.

### Interpretation of Claims

Considering only the findings in Chart A, one must be inclined to the conclusion that it means virtually nothing when a respondent tells an interviewer that he saw an ad when reading an issue more than a few days ago. Indeed, it seems perfectly clear that such reading has very little effect upon the respondent's tendency to claim recognition of the ad. Even when reading took place within the last 24 hours, the claimed recognition of the ad still remains subject to considerable misinterpretation unless we also know how many respondents would have claimed to recognize the ad anyway even if it had *not been* in the issue they read so recently.

### Mistaken Claims

These findings support the conclusion that we must compare two scores for the advertisement, one for readers of the issue containing the ad and the other score for a matched group of readers of an issue not containing it, if we wish to measure the consequence of the ad being carried in the issue in terms of "memorable perception." The figures in Chart A for readers within the last 24 hours provide the basis for the following self-evident syllogism:

*Major premise:* Twenty-five per cent of the readers of the magazine

issues within 24 hours after reading claim to remember seeing the average full page ad the issue contains.

**Minor premise:** Twelve per cent of the readers of the magazine issues within 24 hours would have claimed to remember seeing the average ad even if it had not been in the issue they read. (Measured by claims of a matched group of readers of another issue not containing the ad.)

**Conclusion:** The claimed recognition of the average ad was increased by 13 per cent because the issue actually carried the ad.

The 12 per cent of "confused" claims of recognition (minor premise) results from many factors, including the reader's familiarity with the same ad or with similar ads that had appeared elsewhere, general awareness of the advertiser's current campaign theme or slogan, and perhaps familiarity with his product and other factors which may make a respondent "feel" that he has actually seen the particular ad when reading the issue—even though he did not see it there in fact.

It is highly significant that the average advertiser would not have to buy any space in a given magazine issue in order to obtain the score of about 12 per cent resulting from "confusion."

#### Retained Perception Incremental

It seems evident that the "memorable perception" resulting from a single exposure to an ad is necessarily incremental in nature. Wherever the same or similar ads have appeared elsewhere, we must conclude that many respondents already have a familiarity with the ad's content even before they were exposed to it in a given magazine issue. Since these previous exposures are sufficient, all by themselves, to cause many respondents to claim to have seen the ad in the issue they read as Chart A demonstrates, we can only measure the *increment* of recognition because of perception that is attributable to an additional exposure. Beyond a few

#### Total Claimed Recognition Scores For The Average Ad Compared With Measured\* Retained Perception Of The Average Ad Attributable Only To Reading The Issue



#### Time since last reading of the issue

On this chart, the scores are the total claimed recognition scores for the average ad expressed in the "Ebbinghaus" and the "L" curves. The measurement is made by subtracting the mistaken claims of recognition because of confusion from the total claims of recognition.

The measurement is made by subtracting the mistaken claims of recognition because of confusion from the total claims of recognition.

days after reading, this increment or *net difference* becomes virtually negligible because of rapid forgetting.

Within a period of 24 hours after reading, the *increment of retained perception* provides definite evidence that the ad had at least some effect on the minds of a substantial number of readers. Thus, among readers within 24 hours, the *net difference* in the number of claimed ad recognitions of those *who are exposed* and of those *who are not exposed* to the issue containing the ad is a measure of the *number of readers who remember the ad because and only because they read the issue containing it*.

#### The Law of Forgetting

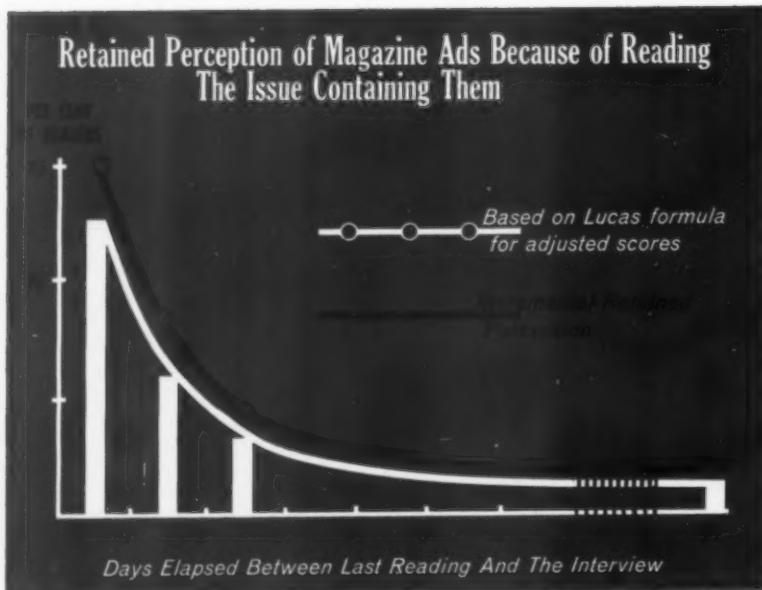
In the July 1960, issue of the *Journal of Marketing*, Dr. Lucas called attention to the fact that the traditional psychological laws of forgetting, reflected by the Ebbinghaus

curve of forgetting, should be obeyed by a correct measure of memory of an ad resulting from exposure. Mr. Dodge points out that repeated exposure to the same ads and campaigns may obscure the operation of the traditional law of forgetting. Unquestionably, both statements are correct. The psychological law must be obeyed and some deviation must result from repeated exposures that were not postulated by the Ebbinghaus curve.

In this connection, it is revealing to examine the curve of the incremental retained perception scores and the Lucas adjusted scores, as forgetting progresses over time. Chart B presents these findings. Both curves appear to be quite consistent with the Ebbinghaus curve, although his "curve" was based on the forgetting of nonsense syllables which had been learned to the point of one correct

(Continued on next page)

## DODGE AND SIMMONS DEBATE . . .



recitation and not subsequently repeated. Forgetting, according to Ebbinghaus, proceeds at a very rapid pace at first, even as shown in Chart B. Later on, the rate of forgetting levels off even as in Chart B.

The two curves shown in Chart B are not materially affected by the additional exposures that Mr. Dodge mentions, for the additional exposures occur among both the readers and the non-readers of the issue containing the ad; that is, additional exposures affect the recognition scores and the confusion score about equally, so that the net score is scarcely affected.

It is significant that the ad recognition scores in Chart A seem to defy the Ebbinghaus curve of forgetting. This may be due partially to additional exposures to the same issue and to other media carrying the same ad or similar ads, as Mr. Dodge suggests, and partially to a tendency for respondents to claim recognition of ads more recklessly when they are less certain as to which ads they saw. In any case, this evidence indicates that the ad recognition scores do not follow the traditional Ebbinghaus curve of forgetting.

In the light of the evidence presented in Charts A and B, it seems

important to suggest certain qualifications that may prevent misinterpretation of Mr. Dodge's conclusion that "The recognition method measures the ability of the advertisement to be memorably perceived, limited only by the medium's ability to expose it." The limitation appears to attribute the recognition of an ad, not to a single exposure nor to exposures in a single issue, but to a medium.

It seems evident that this conclusion will strictly apply only where the recognition measure includes no claims of recognition arising because of confusion with the same or similar ads in other media. For example, a new or unique ad for a new product bearing little or no resemblance to other advertising in other media would be unlikely to produce many confused claims of recognition. On the other hand, where the ad is part of a campaign in several media, the findings in Chart A suggest that the ad recognition scores, even for reading in the past 24 hours, will include a great many claims because of confusion, amounting on the average to almost half of the total claims of recognition. In such cases, memory of an ad would not appear to be "limited only by the ability of the medium to expose it." In extensive

campaigns, the recognition method would appear to reflect mistaken claims of ad recognition resulting from exposure to the same and to similar ads in many media, including perhaps point of sale promotions and others.

It should be noted that the claims of recognition because of confusion vary rather widely among different ads. Mr. Dodge suggests that following exposure, "Whether or not the ad is then perceived on a given exposure, to such a degree that it can later be remembered, depends upon the copy and layout of the ad itself." It appears that the number of mistaken claims of recognition because of confusion also depends to a considerable extent upon these factors. While exposure is the responsibility solely of the medium, it is clear that the copy writer's work must also contribute to perception.

### Perception a Shared Responsibility

There are, of course, those who argue that the magazine's responsibility to the advertiser is substantially discharged when the ad page has been exposed (even if only for a split second), and that whether or not this exposure results in perception is a function of how well the copy writer has done his job. From the standpoint of the researcher who is concerned with the measurement of media performance, this contention has the considerable merit of eliminating by *caveat* a number of peculiarly vexing problems, for a simple and convenient definition of what it is that the medium must accomplish makes possible an equally simple and convenient definition of what it is that the media researcher must measure.

The drawing of such a clear-cut distinction between the respective tasks of the medium and the copy writer would indeed be tenable as well as tempting were it possible to assume that all exposures to the same ad are equally likely to result in perception of the ad. This assumption, however, is at best extremely tenuous, and at worst, demonstrably insup-

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portable. The probability that exposure of any particular ad will result in its perception may in fact be subject to considerable variation depending upon the kinds of people exposed and the circumstances under which exposure takes place.

Different magazines, of course, tend to expose the ads that they contain to different people, in different contexts, at different points in time, and under different conditions. To the extent that the net effect of these differences is to make an ad more likely to be perceived when it is exposed in one magazine than in another, it is clear that the copy writer cannot be held completely responsible for whether or not exposure of the ad actually results in its being perceived and remembered by the reader. This is a joint responsibility, and the advertiser has a right to expect that the medium as well as the copy writer will contribute to its fulfillment. In the usual case, where the same or similar ads appear in several media, neither the medium nor the copy writer can properly be held accountable for ad recognition scores which do not account for mistaken claims of recognition.

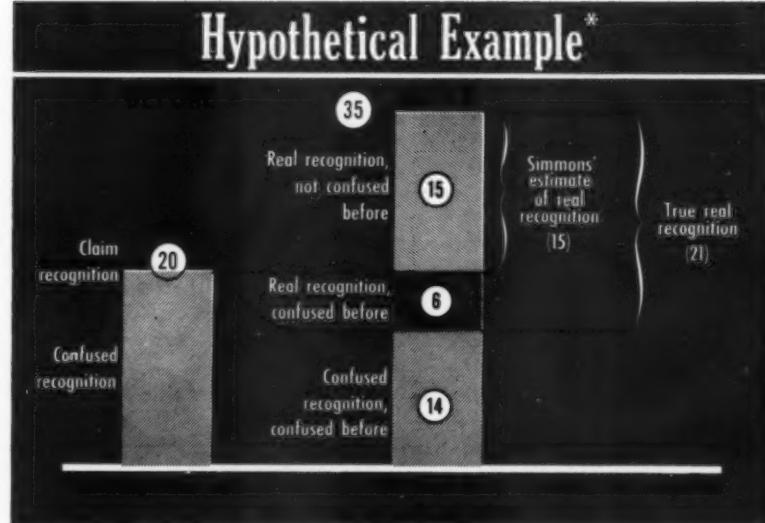
*People are so confused as to which ads they have seen when reading a magazine issue that it raises a serious question as to what respondents' claims of ad recognition may mean.*

Unless we use a measure that takes account of the considerable number of mistaken claims of recognition, there seems to be no way to measure accurately, for most ads, the number who saw it, who perceived it or who remembered it, because of reading the issue of a magazine containing the advertisement.

## DODGE . . .

(Continued from page 51)

recognition of the ad. (The reason is that forces which lead to initial confusion tend to increase the chance of



real recognition later on.) Now Mr. Simmons is using a method which leads to a lower estimate of real ad recognition than Dr. Lucas' method. Specifically, the Simmons estimate will be lower than the Lucas estimate by a percentage equal to the confusion factor. If the confusion factor is 20 per cent the Simmons estimate will be 20 per cent lower than the Lucas estimate.

To illustrate the bias in Mr. Simmons' approach, suppose again that 20 per cent claim recognition before reading the issue, and 35 per cent after reading the issue. This means a 20 per cent confused group and an 80 per cent unconfused group, before reading the issue. Now suppose the confused group are 50 per cent more likely than the unconfused group to provide real recognition of the ad when they read the issue. This may not be unreasonable, since the confused group originally became confused due to perceiving similar advertising, and should have higher product interest and thus higher probability of perceiving the ad while reading the issue.

In this case, we can easily compute that real ad recognition would be about 21 per cent, the Lucas method would estimate about 19 per cent,

while the Simmons method would only estimate 15 per cent. The diagram compares real ad recognition with the Simmons estimate thereof, in this assumed situation. (See chart.)

There is no doubt that confusion is present in the ad recognition data I reported from the Politz test for *The Saturday Evening Post* ("What Readership Studies Really Measure," *MEDIA/SCOPE*, February 1961.) Three years ago Politz reported an average confusion factor of about 27 per cent in that test. (See "The Readers Of The Saturday Evening Post, Number Two, Report A," page 73.) The Politz measure is more relevant and sensitive than the Simmons measure, since it is based on readers of the same issue who were not exposed to the ad page itself, rather than on a "matched" sample of readers of a different issue.

### Exposure and Recognition

Since confusion arises from prior perception of the same or similar advertising, it does not affect the principle that ad recognition is a measure of memorable ad perception limited by media exposure of the ad. Confu-

(Continued on next page)

## DODGE AND SIMMONS DEBATE . . .

sion is a manifestation of cumulative ad familiarity after repeat exposure.

In my article, I was concerned only with the relation between ad exposure and recognition, and not with dignifying ad recognition or "memorable perception" as a good measure of ad performance. I have become increasingly disenchanted even with real ad "recognition" or recall as a useful indicator of ad effectiveness. It is not the function of advertising to make the *advertising* remembered. It is easy enough to write highly memorable ads which fail to inform and persuade about the brand, and I suspect there are ads which excellently inform and persuade but aren't so memorable as *ads*.

Given existing interest in recognition, the Politz test was intended only to demonstrate that ad exposure and recognition are measurably very different things; that a medium is seriously undervalued by treating *average* ad recognition as though it were ad exposure (e.g. Starch-Nielsen comparisons); and that *maximum* ad recognition claimed the next day is very close to ad exposure the day before. The Politz people tell me that before they made their test for *The Saturday Evening Post*, some ARF staff members did not understand that ad *exposure* and *recall* differ in principle, not just in numerical level.

### Fallacy of "Average Ad"

I regret Mr. Simmons' expression of ad recognition only in terms of the "average ad," without showing the range as in the Politz test. This devalues any medium by hiding the over-average performance of many ads within the medium. It is something like expressing the height of an elevator shaft in terms of the "average floor" to which the elevator rises. Because ad recognition data undervalue media potential, because "average ad" recognition particularly devalues media, because recognition is not a good criterion of ad performance, and because of the biased treatment of confusion, I hope no publication will be misled into using the Simmons' approach to show its strength

as a *medium*.

Mr. Simmons went on to deny that the crucial advertising function of a medium is to expose the advertising it carries. One of Mr. Simmons' objections is that, beyond exposure, a medium is responsible for the kinds of people exposed. I definitely agree, and would expect research on exposure to analyze the ad exposures a medium provides by demographic characteristics. Thereafter, I agree with A. E. Miller of *McCall's* that it is up to the advertiser to decide which demographic characteristics define his prospects.

Beyond the kinds of people exposed, Mr. Simmons maintains that other media-provided "circumstances" of exposure influence ad perception and learning to the point where a medium's advertising responsibility is not "substantially discharged" by exposure. This is worrying about the inches before we've settled the miles. The crucial media function is still to expose the ad to the kinds of people the advertiser wants to influence. Without exposure to prospects, the ad *cannot* be perceived even in a "favorable" media environment. With exposure to prospects, the ad *can* be perceived even in a "neutral" media environment. (I assume we are talking about reputable media which hardly provide "unfavorable" environments.)

### Environment Is Secondary

All the talk about media "environment" or "mood" shows a great inclination to worry about *exceptions* to the principle that the medium controls exposure whereas copy controls perception, without first coming to grips with the *principle*. Media environment is a secondary phenomenon to be settled after we settle media's power to expose an ad to the kinds of people we want. I am puzzled that some people, such as Mr. Simmons, try to make "environment" a major exception to the exposure concept. They always accepted it as a minor qualification to the old audience concept.

From his article, I gather Mr. Sim-

mons feels that, with given ad exposure to given people, the media environment may have more influence on ad perception and learning than the ad itself. Yet present measures of ad recall and effect, imperfect as they are, show far more variation among different advertisements in the same media vehicle than among the same or similar ads in different media vehicles. Is this not empirical confirmation that, following exposure to prospects, the ad has far more influence on its own fate than the medium?

I believe that good ads create their own selling environment, given exposure to prospects in reputable media.

### Testing Value of Environment

If anyone still feels that exposure environment is of great importance, it shouldn't be too hard to find out how important it is, for *particular ads*. Since exposure environment would affect different ads in different ways depending on copy, the research would seem futile on an "average ad" basis. The hypothesis would be that comparable ads with comparable exposure to comparable people do a better job of informing and persuading people about the brand in one medium than in another. The research should hold copy and exposure constant or else it would not answer the question. Also, I feel the criterion should be shifts in brand knowledge and attitude rather than mere ad recall or "recognition."

We must break out of the vicious circle we have imposed on ourselves of evaluating our ads by their memorability rather than their communicating power, and writing our ads to be remembered rather than to communicate. With equal copy points, I have always believed that a remembered ad usually did a better teaching job than a forgotten ad. But when our research deals *only* with ad recall, it encourages us to write our ads for the "effective" purpose of being remembered instead of for the causal purpose of informing and persuading prospects about our brand.

## Panel of Buyers Selects Best Business Press Salesmen



JUDGES studying entries are Richard C. Christian, president of Marsteller, Rickard, Gebhardt and Ned; Edward Ritz, vice president and media director of Kla-Van Pietersom-Dunlap; Robert Stime, director of merchandising, A. O. Smith Corp.; Gene Wedereit, director of advertising and public relations, Chemetron Corp.

A PANEL of judges comprised of two advertisers and two agency men selected what they considered the four best Midwestern representatives of business publications, and their choices were given awards by the T. F. Club of Chicago last month.

The occasion was the club's second annual awards to the Business Publications Salesman of the Year. Presentation was made April 13 at the Association of Industrial Advertisers Joint Mid-America Conference in the Pick-Congress Hotel.

Awards were judged on the basis of unusual or creative thinking by the publication representatives in

selling advertising space, in the servicing of advertisers and prospects, and in exploitation of new market ideas.

There were two co-winners, Steven J. Shaw of *Purchasing Week* and Bradley A. Burnside of *House and Home*. Each received \$250 and an engraved plaque. Two who received honorable mention and plaques were Michael J. Kelly of *Production Magazine* and Richmond F. Bancroft of Cahners Publishing Company.

Entries were restricted to representatives of audited business publications who were based in an area including Illinois, Indiana, Iowa, Minnesota, and Wisconsin. ■

## Conversation piece



KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

**RADIO 79**  
KABC  
Represented by Katz Agency

35,490 ABC DAILY  
**LEVITTOWN, PA.**  
**THE LEVITTOWN TIMES**  
AND  
**BRISTOL DAILY COURIER**  
A PENN GROUP NEWSPAPER

**HEART DISEASE**  
"1 Enemy"

Give  
**HEART FUND**  
"1 Defense"

# New Print Media Data Tabulated From 1958 Census of Manufactures

**A**BROAD PICTURE of the publishing industry is furnished in the newly released data on newspapers and periodicals secured in the 1958 Census of Manufactures. This is reported in the Bureau of the Census publication "Newspapers, Periodicals, Books and Miscellaneous Publishing" (serial number MC58(2)-27A). It is of value to media buyers in that it affords perspective as to the size of print media as a business, and the relative importance of its basic parts, in terms of dollar volume, total reach, reliance on advertising investment for its business health, and other factors.

The print media business (officially Newspapers and Periodicals in Government terminology) encompassed in 1958 some 10,192 companies with establishments in 10,573 locations, issuing a total of 13,220 publications. The industry employed 294,258 people; and its pay roll contributed \$1,493,136,000 to national consumer income. The industry purchased an additional \$1,109,114,000 in materials, and added by manufacture a value of \$2,516,921,000. The total value of its shipments was \$3,628,021,000.

Out of this total industry of 13,220 publications, media buyers might be interested in 10,111 publications — a staggering total for print media buyers to have in their ken. These include the following:

Daily newspapers	1,598
Sunday newspapers	552
Weekly newspapers	6,315
<b>TOTAL NEWSPAPERS</b>	<b>8,465</b>
Weekly magazines	108
Monthly magazines	277
Quarterly magazines	71
<b>TOTAL MAGAZINES</b>	<b>456</b>
Weekly trade papers	167
Monthly trade papers	840
Quarterly trade papers	46
<b>TOTAL TRADE PAPERS</b>	<b>1,053</b>

Weekly farm papers	27
Monthly farm papers	107
Quarterly farm papers	3
<b>TOTAL FARM PAPERS</b>	<b>137</b>
<b>TOTAL PRINT MEDIA</b>	<b>10,111</b>

The large number of weekly newspapers obviously bulks large in this accounting (63 per cent of publications). However, importance of each category might better be evaluated in terms of the number of copies distributed. This same group of publications distributed in the year 1958 the staggering total of 30,170,260,000 copies. The weeklies' share of copies distributed was only five per cent.

Daily newspapers distributed 67 per cent of copies, Sunday newspapers 9 per cent, magazines 11 per cent, trade papers 7 per cent, and farm papers 1 per cent.

This avalanche of reading matter comes to approximately 240 copies a year per adult—or 600 copies per family in the United States.

The dollar volume of advertising revenue secured by these publications (after all deductions for commissions, discounts, etc.) came, according to the Census report to \$3,374,199,000. This comes close to agreeing with previous industry estimates, when differences for commissions, production work, and other costs of advertising are taken into account. The Census figure for publication advertising income in 1958 breaks as follows: 66 per cent to daily and Sunday newspapers; 7 per cent to weekly newspapers; 16 per cent to magazines; 9 per cent to trade papers; and 2 per cent to farm papers.

The other factor of income for the 10,111 publications that we are discussing as "print media" was circulation sales totalling \$1,410,357,000—or 29 per cent of total publication receipts of \$4,784,556. The per cent of income coming from circulation

varied as follows by type of publication:

Daily and Sunday newspapers	29%
Weekly newspapers	21%
Magazines	39%
Business papers	21%
Farm papers	17%

The new Census report also includes data on types of media within the broad print classifications outlined above. Relative importance of business papers by type, both in terms of total circulation and dollar revenue from advertising presents some interesting contrasts as follows:

	per cent total circulation	per cent total advertising revenue
Industrial	23%	63%
Merchandising	9%	21%
Professional	68%	16%
	100%	100%

Total advertising revenue for business publications was \$301,671,000; and total circulation was 51,980,000. In the consumer magazine business, total advertising revenue was \$538,048,000; and total combined circulation was 243,045,000. By type of magazine these figures break down as follows:

	per cent total circulation	per cent total advertising revenue
Comics	26%	less than 1%
Women's	29%	25%
General	37%	40%
News	8%	35%
	100%	100%

Other data in the report, including some comparisons with the 1951 Census of Manufactures can be secured by writing to the Bureau of the Census, U. S. Department of Commerce, Washington 25, D. C.

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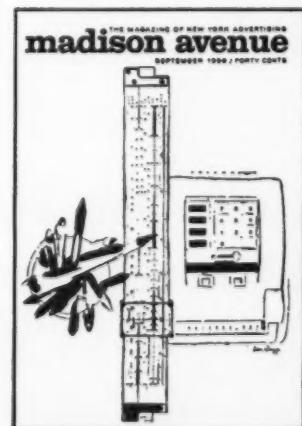


## Want to sell New York advertising executives?

The busy New York ad men who influence media decisions are often difficult to reach with your salesmen. The next best thing to a personal sales call is a campaign in *Madison Avenue* . . . the magazine that covers every key agency and client advertising executive in advertising's biggest market.

New York ad men read *Madison Avenue* with interest and respect because it is edited to focus solely on *their* interests and attitudes, problems and accomplishments. Your advertising will be read, too, because *Madison Avenue*'s bright new format invites cover-to-cover readership. And the cost is low!

THE MAGAZINE OF NEW YORK ADVERTISING  
**madison avenue**  
675 MADISON AVENUE, N.Y. 22 • PLAZA 1-3446



# Look behind the storefronts when selling to the Canadian Consumer

AS MARKETING MEN, you appreciate the influence of the retail store in getting a particular item into the customer's hands. In supermarkets or in personal service stores, this is a fact of merchandising life. It logically follows that when you wish to sell to the Canadian consumer, the most direct and economical way is to pre-sell your merchandise to retailers through Canadian merchandising publications.

The mass buyer for the supermarkets and the owner/buyer for the personal service stores read these publications for their sharp up-to-the-minute information about trends and developments and for their skill in evaluating those trends. As buyers study the reports they study the advertisements—for the very same reason: Information and guidance.

Those advertisements, appearing in Canadian merchandising publications show very clearly that the advertiser has given thought to Canadian conditions and requirements—preferences and usages, for example, and laid-down price, and time in transit.

Those advertisements also get the buyers teed up to provide shelf space, or to tie in with promotions, and to get sales people at all levels informed and enthusiastic.

Those advertisements—*your* advertisements—perform so well because they are taken seriously when they appear in Canadian merchandising publications. These publications are taken seriously because they are published and edited in Canada for Canada's unique requirements and circumstances. Through intelligence and tenacity these publications have demonstrated that they are unequalled in serving the Canadian merchant. As a consequence they are unequalled in serving the advertiser with consumer goods to move.

With superior—and audited—circulation, they also reach *more* of the merchants you want to reach than any other media, and for a very few cents per contact. And the *best* Canadian merchandising publications are members of the B.N.A.

## Business Newspapers Association of Canada

*The organization of 144 Canadian business, professional and technical publications.*

100 UNIVERSITY AVENUE, TORONTO 1, CANADA

## Business Press



Howard G. Sawyer

## Foolproof Test of Reading

I NOW REPORT on what I consider to be the most foolproof examination of the reading of business publications I have ever seen.

The operations research group at Case Institute of Technology devised the method. It involves the use of a gadget something like the one used by Nielsen to record television viewing.

The gadget is a small alarm clock which rings at *random* times. The "subject" agrees to note on a record sheet (which, like the alarm clock, he carries with him during a working day) the name of any publication he may be reading at the moment the alarm goes off. He also reports issue date, what page he happens to be reading, where he is located, how he obtained the copy, why he was reading it.

The subjects were chemists and physicists: 701 men took part in a 14-day test. The alarms went off 23,000 times and, on 339 occasions, caught somebody reading a scientific periodical.

The rest of the findings are peculiar to the reading of chemists and physicists and so not of general interest here (for example—only 35 per cent of the chemists were reading their own copies), but the technique is one that might be used in other fields as well.

It has this advantage: There's very little chance that a respondent would fail to keep his tally, and even less chance that his record would be subject to the usual hazards of such research: forgetfulness, confusion, deliberate inflation.

There still remains the problem of an accurate sample; it might be difficult to obtain the cooperation of a truly representative group. Yet I think it might be worked out with some weighting device if one type of respondent should be more reluctant than others.

Anybody else want to try this?

### Capsule Identification

The more you listen to publication reps, the more confused you get. Each competitor—like a patent attorney writing out a claim—tries for maximum coverage, and, if he is given enough time or space, this usually results in a vague, diffused image.

We can't expect a publication to claim *limited* coverage, but we can hope that a limited *description* of the coverage will produce a sharper, more singular image, more easily differentiated among its competition.

Sometimes the buyers ask for a 50-word statement of a publication's role in its business world, in the hope that as it is compared with other 50-word statements, it may yield a better understanding of the competitive situation.

Is this practical? *Mill & Factory* tried it. The sales manager wrote down brief descriptions of *Mill & Factory* and two competitors, then asked advertisers and agencies to match up otherwise unidentified statements with the proper magazines. The test worked out fine.

Now—obviously—each of *Mill & Factory*'s competitors deserves to write its own description. So it would be interesting if some advertiser would make the test, using publishers' otherwise unidentified statements on a sample of its own customers and prospects.

Might not the ability of the readers to recognize publications on the basis of the publishers' own statements be a rather good kind of reader preference study?

### "Incentive" in Media Research

It's basic in research—yet often overlooked—that the list can control the results.

A salesman's call list is seldom fair. (Continued on page 92)



Robert D. Forsberg (Left) and Mark H. Hamilton, senior engineers, consult back copies of *Proceedings* at Computer Control Co., Framingham, Mass.

## PROCEEDINGS *really takes a beating . . .* *FROM ITS READERS!*

If you've been in many company libraries, we're sure you've seen "dog-eared" copies of *Proceedings*. It's not a case of poor paper and printing—we use the best quality—it's just an example of pass-along readership taken to extremes!

Of course, 63,696 (ABC) professionally qualified men receive individual copies of *Proceedings* at home each month, as well as 15,550 students in engineering colleges. What's the reason for this important following?

*Proceedings of the IRE* enlisted the aid of the John Fosdick Organization to take a survey of its many readers to find out what they thought. Here are some of their reactions. "We use *Proceedings* as a reference. It's really a text. Has the largest amount in proportion of text, the highest quality text, and the largest amount of informational advertising of any book in the industry." And, of special interest to advertisers, one chief engineer said, "I've saved half-a-million dollars by buying from ads in *Proceedings*,

and I've bought a quarter of a million dollars worth of equipment from the ads."

Fact is, 100% of those interviewed said they have some purchasing responsibility! And, as a further indication of the effectiveness of using *Proceedings* to reach buying factors of electronic equipment, components and supplies, these readers expressed a 2 to 1 preference for *Proceedings* when compared with mentions of all the electronic books. (Survey available upon request—ask for it!)

Are you now reaching this important, select audience for your product? You can, you know, reach them 12 times a year in *Proceedings* for just \$9,720. (1961 rates). A similar schedule in a semi-monthly would cost \$23,270 . . . and in a weekly, \$46,280! Call or write today for all the facts. Find out what selling power *Proceedings* really has! Reach 63,696 (net paid circulation) top-level radio-electronics men each and every month throughout the year!

For a share  
in the present, and  
a stake in the future,  
make your product  
NEWS in

Radio/Scope, May 1961

### **Proceedings of the IRE The Institute of Radio Engineers**

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MURRAY HILL 2-6606  
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



# SHORT, SHORT TEST FOR ELECTRONICS Marketing Managers

**Q.**

How much of the total market for electronics and communications systems and equipment is represented by military procurement?

**A.**  
About 51%.

**Q.**

Which of the services will control the bulk of military procurement for electronics and communications systems in FY 1962?

**A.**

The US Air Force will spend \$756,000,000 or 63% of the \$1,201,000,000 budgeted for DOD procurement in this area. (This does not include electronic components of aircraft and missiles.)

**Q.**

What % of missile and aircraft procurement money (including electronic components) is allotted to the USAF?

**A.**

75% and 70% respectively.

**Q.**

What is the world's largest single electronics market?

**A.**

The USAF.

**Q.**

What is the current trend in Air Force development and procurement?

**A.**

Toward more direct USAF control over the entire contracting structure.

You can get your corporate story across to the management men of the USAF in depth . . . and reach 13,000 aerospace industry management executives as well through AIR FORCE/SPACE DIGEST.

And to help you plan a sound approach to this whole, complex USAF market, the world's biggest, we will also be happy to send you AIR FORCE/SPACE DIGEST "Research Reports," as they are prepared by our Research Department. To get them, call the nearest AIR FORCE/SPACE DIGEST Regional Office or write:

**AIR FORCE / SPACE DIGEST**

Research Department - Room 201  
1901 Pennsylvania Ave., N.W., Washington 6, D.C.  
NEW YORK - LOS ANGELES - CHICAGO - LONDON

ly representative of the buying influences made accessible to a seller through publication advertising. So such a list is not, normally, suitable for a media preference study (except for a publication whose circulation is built around parties generally more accessible to salesmen), particularly in those markets where many men get into buying, or where, due to security restrictions, salesmen can't get a good reading on who counts.

One publication in the "space" field wrote to a chief officer in each of a number of major plants, enclosing a dollar bill along with the request that he distribute survey forms (enclosed) to up to 12 men considered by him to be important in the purchase of such-and-such a product.

Those top officials are busy—and they earn such big salaries that a buck is nothing. But—better than half the list obliged, and some returned the dollar with a "glad to help."

## How Much Ego Inflation?

Looking at surveys of buying influence, we tend to be suspicious of respondents' regard for their impor-

tance in the buying scheme.

Recently an agency, wanting to appraise the importance of the purchasing agent in a certain buying situation, surveyed company presidents, asking them to rate executive officer groups in order of their importance in the purchase of the product to be advertised.

Purchasing agents came out on top.

I'm still not convinced. Maybe the president is too far up the line really to know. Maybe "purchasing agent" is too obvious an answer.

But—supposing that the president is in a position to know—it still would make sense, I believe, to test all purchase-influence groups simultaneously. Then we could observe the amount of inflation.

## Dots and Data

How about Colonel Put labelling his rate card for "Quest": "Tariffs for Advertising"? . . . Eastman Research reports summertime reading of business publications only two percent under year's norm.

A major agency is studying the "irritation quotient" of magazine inserts. . . .

## SRDS OFFERS NEW RESEARCH SERVICE

**A**N ADDITIONAL research tool for publishers and advertisers—Advertising Impact Measurement—has been developed by the research division of Standard Rate & Data Service. Phillip Wenig is SRDS research director.

AIM measures advertising and editorial readership together with the perceptual factors underlying them, by means of personal interviews with a sample of readers.

The AIM studies are available for consumer magazines, business publications, and newspapers, and are offered in four parts:

• **General advertising analysis**, which offers data on reader-traffic and general interest relative to advertisements of one-third page or larger. Data developed include reader-traffic scores; scores of advertisements ranked by advertiser class; issue norms for all advertisement sizes and color combinations; cumulative norms for all sizes and color combinations, based on prior studies.

• **General editorial analysis**,

which develops information on editorial items similar to that collected for advertisements.

• **Individual advertisement analysis** offers qualitative evaluation of up to 20 advertisements per issue, in respect to comprehension, appeal, and believability. Advertisers may participate by including their advertisements in the issue studied.

• **Individual editorial analysis** provides publishers with similar information on specific editorial items.

An unusual feature of the AIM studies is that verbatim comments of respondents are reported to clients along with the statistical data.

The AIM service is based on samples of 100 personal interviews. All individuals are interviewed for parts one and two, while a sub-sample of 50 completed interviews is drawn for the balance of the study. Each respondent is questioned on only 10 advertisements or editorial items. Interviews are conducted by Attitude Research Associates of Boston.

# *Announcing a Significant New Research Study...*

## *"The Buying Power of The Media/scope Audience"*

The real test of Media/scope's ability to deliver customers for you is its strength in covering the people best able and ready-to-buy your medium . . . the people with the authority to say "yes" in terms of media selection and the ability to say "yes" in terms of buying power.

Now, media advertisers can pinpoint these buyers of advertising in a revealing study of the Media/scope audience, its buying power, and its involvement in the decision-making process of media selection for all major media classifications.

"The Buying Power of the Media/scope Audience" was developed and conducted by Market Facts, Inc., in cooperation with the Research Division of Standard Rate & Data Service. The study is concerned with the Media/scope reader as a *Buyer of Advertising*, and his responsibilities in terms of the advertising volume handled by each reader. The study answers, specifically, the following questions about our readers in both agencies and advertiser companies.

- **What media do they buy?**
- **How much, in dollars, do they buy?**
- **How much media will they buy in 1961?**
- **How involved are they in the various phases of the media-buying decision?**
- **What is the approximate size of agency billings and advertiser appropriations of the companies penetrated by Media/scope?**

Here, for the first time, media advertisers have a definitive picture of the penetration of Media/scope among *buyers* of advertising in both agencies and advertiser companies . . . the influence and power in dollars and decisions—Media/scope readers wield in the selection of media.

Look over the tables on the opposite page. You'll find the facts that can help you decide how your advertising dollars can be most soundly invested to effectively reach the *buyers* of advertising space and time.

## Concentrate on The "All-Media" Buying Power of Media/scope

### What do they buy?

Percent Handling Funds in 1960

Media	Agency Readers	Advertiser Readers
Business Publications	77%	83%
Newspapers	88	48
Consumer Magazines	74	35
Spot Radio	73	29
Network Radio	13	3
Spot Television	65	28
Network Television	15	10
Farm Magazines	33	13
Outdoor	60	21
Transportation	35	10
International	28	15

\* Summary table prepared directly from Market Facts report.

### How much do they buy?

Average Expenditures Per Reader Handling Funds in 1960\*\*

Media	Agency Reader	Advertiser Reader
Business Publications	\$ 732,098	\$114,227
Newspapers	670,509	695,868
Consumer Magazines	917,307	376,087
Spot Radio	287,341	119,154
Network Radio	554,999	279,166
Spot Television	922,426	348,399
Network Television	3,304,411	402,551
Farm Magazines	174,374	48,985
Outdoor	194,921	229,967
Transportation	37,837	49,770
International	170,370	46,250

\* Summary table prepared directly from Market Facts report.

\*\* "The reader is cautioned not to multiply the average expenditure per . . . figure for any given group by the size of the group and compare it with published industry estimates. The resultant total would exceed, in some cases, the annual industry total. This is a function of the complexity and duplication of media spending activity at various job levels." Market Facts Report.

### What decisions do they make?

Agency Readers Advertiser Readers

Budget formulation and allocation	72%	90%
Selection of specific media	78	84
Formulation of general media plans	82	75
Scheduling and contracting of media	65	53
Examination of media/market information	78	71
Selection of specific markets	52	65
Evaluation of general media plans	74	88

\* Summary table prepared directly from Market Facts report.

These are just a few of the many important facts media advertisers will find in the "Buying Power of the Media/scope Audience." If you are interested in selling the people whose responsibility it is to channel advertising's billions of dollars into media, it will pay you to get the complete story on this significant, revealing new study.

Another salient point: Media/scope reaches, and is read by, a sizeable group of advertiser buyers of media who are *unreached by any other of the magazines included in this study* taken separately. With one exception, this uniqueness of coverage is also evident among agency buyers of media.

Write or call the nearest Media/scope office today. A district manager will personally make sure you have all the information about the "Buying Power of the Media/scope Audience."

# Media/scope

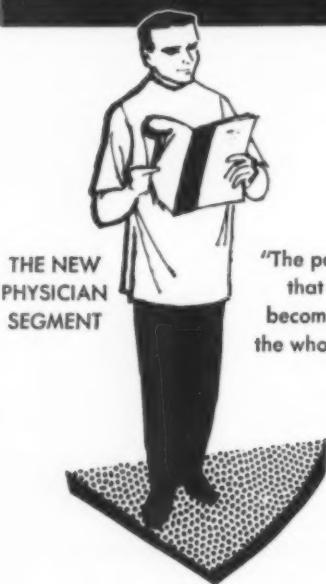
Member, Business Publications Audit of Circulation, Inc.

published by Standard Rate & Data Service, Inc.

WALTER E. BOTTHOF, Publisher

5201 Old Orchard Rd., Skokie, Ill. JU 3-1333  
 420 Lexington Ave., New York 17, N. Y. MU 9-6620  
 Don Harway & Co., 336 North Central Ave., Glendale 3, Calif.  
 CH 5-9421

Reach the  
**DYNAMIC, GROWING  
SEGMENT** of the  
*Medical Market*



THE NEW  
PHYSICIAN  
SEGMENT

"The part  
that  
becomes  
the whole"

Exclusively in  
**THE  
NEW PHYSICIAN**

Complete your present marketing strategy and fortify your future by reaching the young doctors and doctors-to-be in **THE NEW PHYSICIAN**. This is the dynamic, growing segment of the medical market—when the young doctors are writing their first prescriptions and establishing their prescribing habits.

**THE NEW PHYSICIAN  
CIRCULATION**

is not duplicated by any other publication:

Residents (All U.S. residents) .....	29,604
Interns (All U.S. AMA approved) .....	6,916
Medical School Department Heads .....	1,521
Newly Established Practitioners .....	6,783
Medical Students .....	17,366

Most young doctors read **THE NEW PHYSICIAN** for over seven years as their official journal.

Write for the "FACTS FOLDER"

**THE NEW PHYSICIAN**

Official publication of the Student American Medical Association.  
430 N. Michigan Ave., Chicago 11, Illinois

TRENDS

## Radio Audiences In the Free World

**B**Y AUGUST, just as many advertisers are drawing up budgets for international campaigns, World Wide Broadcasting's WRUL hopes to issue the first report on its International Continuing Audience Profile.

First questionnaires, dispatched last month to 7,500 listeners in Latin America, Europe, and Africa, are forerunners of the first attempt by a broadcaster to qualify radio audiences in every country of the Free World. While some giant advertisers may have made extensive studies for their own use, this is the first time world-wide demographic data on listeners will be available to the growing army of advertisers, now selling abroad or considering the plunge, who may have few research facilities of their own.

WRUL, only world-wide commercial radio station to date, has two types of listeners. First, scattered from Germany to Japan, are the many short-wave listeners who receive programs direct from the station's five separate transmitters in Scituate, Mass. The second category are listeners to regular local stations, primarily in Latin America which record WRUL's output for later playback. Size of this audience varies by program. Such an intercontinental, but non-interconnected network, was

composed of 100 stations rebroadcasting the Olympic Games from Rome, and of 29 stations that took President Kennedy's inauguration.

WRUL's audience profile, INTERCAP for short, covers time and place of listening, economic status and home, auto, and appliance ownership of listeners, and their readership of publications, both local and international. Other questions delve into listeners' business or profession, extent of annual travel, and ownership of various soft goods, made in the U.S.A. Still others are open ended, asking about buying plans, comment on quality of reception, and program preferences.

WRUL's president, Ralf Brent, emphasizes that INTERCAP's first 7,500 listener sample is only the beginning.

"This first batch of questionnaires," he says, "went out only in two languages, English and Spanish. The August results will fill only a few loose-leaf pages of the thick binder that should bulge within a year. Every listener who writes us—we got more than 4,000 letters and cards in March alone, long before we sent out our first INTERCAP mailing—is going to get a questionnaire and be automatically added to our list of respondents. We hope to update our initial data quarterly, with response from an ever-wider sample."

## NEW WRINKLES

**S**PILT ID'S HAVE been added to radio by **Manischewitz Wine** over New York City stations. The stations' own identifications interrupt the split ID in mid-sentence; and unusually alert listening is induced by the change of pace. It goes like this:

ID: "What has more flavor, more bouquet?"

Station Announcer: "WCBS—New York."

ID: "No, No! It's Manischewitz Wine! The difference is in the taste . . . what a wine!"

Idea for split ID came from Wallace J. Gordon of Grant Advertising, New York.

"Skyscraper" newspaper advertisements are being tried in California for James E. Pepper bourbon by **Schenley Distillers**. This is a six-column unit composed of five separate Pepper advertisements of varying heights. The largest (two columns wide and almost page high) is in the middle. To right and left of it are column advertisements descending in height. The unusual "skyscraper" effect and repetition of same themes build interest for the whole unit, isolated by editorial material. Edward Klein, senior vice president of Mogul, Williams & Saylor, expects the technique to gain attention wanted for introductory campaign of client Pepper.

## Check these points before buying space in consumer magazines

### AUDIENCE BUYING POTENTIAL

- a) median household income; comparison with national average
- b) income brackets reached; number of readers in each bracket
- c) buying habits, by household type and consumer type: goods and services, including price ranges

brand preferences  
source of purchase—retail, chain, department store, mail order, etc.  
time of purchase—time of year, month, week  
terms of purchase—credit, trade-in, etc.

#### Share of Total-Market Primary/Total Audience

per cent of total-market by types of households, types of consumers

#### Consumer Expenditures

- a) average expenditures per household for each classification of goods and services
- b) total dollar volume in each category
- c) number of units per category
- d) breakdown of expenditures: by type of household  
by type of consumer  
by volume of expenditures by brand name; by price range, etc.
- e) relative market importance for various geographic areas

g) growth trends of expenditures in each category of goods and services—amount and per cent of gains and losses; projections  
**Share of Total-Market Consumer Expenditures for Primary/Total Audience**  
per cent of total-market expenditures in various categories of goods and services, by types of households,

### EDITORIAL

#### Editorial Policy

- a) editorial objectives and guiding principles
- b) history and management
- c) editorial staff—experience, tenure; special editors
- d) essential characteristics or image of the magazine

**Editorial Content**

- a) average pages per issue last 12 months; for editorial, for advertising
- b) general format, editorial handling, illustration techniques, use of color
- c) regular service features, special sections, departments, supplements, inserts
- d) reader interests served by editorial content (general interests, special interests)
- e) pattern or editorial "climate," emphasis as shown by analysis of subject content (number of articles or total pages or total editorial lineage devoted to each subject classification in single issue, 6 issues or 12 issues)
- f) relation of editorial "climate" to buying-living characteristics of audience served
- g) articles by title in typical issue
- h) number of special issues in last 12 months (seasonal, special occasion, etc.)
- i) editorial projects, feature articles or series, special reports
- j) localized sectional or regional editorial coverage
- k) foreign editions
- l) editorial influence and leadership (community service, local, national affairs, etc.)
- m) awards for editorial excellence
- n) ratio of staff-written to contributed editorial content
- o) evaluation of readability

**Readership**

- c) editorial objectives evaluated in terms of reader

#### Primary/Total Audience

per cent of total-market expenditures in various categories of goods and services, by types of households, types of consumers

#### ADVERTISER ACCEPTANCE

- a) volume of advertising by goods and service classification (indicated by total lineage, by total pages)
- b) comparisons of advertising volume within publication group
- c) number of advertisers in typical issue
- d) names of advertisers
- e) number of exclusive advertisers
- f) current pages compared to last year, 5 years ago, etc.
- g) number of advertisers increasing pages; volume of increase
- h) number of advertisers using publication over 1-, 2-, 3-, 5-year period
- i) mail order results, coupon inquiries
- j) advertising endorsements, testimonials, advertising results
- k) proportion of advertising pages in color

#### SPACE COST

- a) cost per thousand—per page, b&w; per page, 4-color
- b) cost per thousand "wanted" audience
- c) cost per thousand advertising readers or exposures based on research findings
- d) studies on reading days per issue; accumulative reading audience
- e) comparison of circulation and space rates with competing publications or media (national newspaper supplements, tv, radio)
- f) volume and frequency discounts
- g) positioning policy (whether based on seniority, etc.)
- h) trend of rate changes
- i) bonus circulation delivered (where circulation increases not reflected in rate structure)
- j) advertising rates for special editions (sectional, etc.)
- k) rates on stock color; color flexibility
- l) split or regional runs
- m) special space units (accordion pages, fold-outs, etc.)
- n) mechanical requirements, deadlines

#### SERVICES AVAILABLE TO ADVERTISERS

- a) merchandising services or promotions, store tie-ins,

#### evaluation of readability

#### Readership

- c) editorial objectives evaluated in terms of reader interest (e.g., editorial reports, readership panels, response to reader polls)
- b) research findings on editorial readership; reading time given single issue, given individual articles or pages; reading days—initial and repeat reading of an issue
- c) traffic and exposure studies
- d) volume of reader requests for editorial reprints, recipes, information services, coupon offers
- e) saving back issues; back issue reading
- f) saving clippings; reference to clippings

#### CIRCULATION AND AUDIENCE

- a) total net paid circulation, single issue, 6-month average, 1-year average
- b) total controlled (free) circulation, single issue, 6-month average, 1-year average
- c) circulation growth trends over 1-, 5- and 15-year periods; relation to growth and distribution of population
- d) number of paid subscribers, single issue; per cent of total circulation; length of subscription
- e) subscriber circulation in arrears
- f) number of single copy sales (newsstand, etc.), single issue; per cent of total circulation
- g) publisher's circulation policies, special discounts, premium offers, combination offers
- h) geographical distribution of circulation: by U.S. region, state, county, metropolitan area, individual city
- i) studies indicating exclusive vs. duplicate circulation
- j) studies indicating readers per copy, total audience, accumulative audience, and audience duplication
- k) special distribution channels, if any (e.g., department stores, retail grocery or drug stores, hospitals, diaper services)
- l) special subscription channels (independent crews, etc.)
- m) renewal rates

#### AUDIENCE COMPOSITION - CHARACTERISTICS

- analysis of primary/total audience as to types of consumers, types of households by totals and percentages
- Individual Consumers
- a) age group(s)
- b) sex
- c) marital status

analysis of primary/total audience as to types of consumers, types of households by totals and percentages

#### Individual Consumers

- a) age group(s)
- b) sex
- c) marital status
- d) educational levels
- e) employed/unemployed
- f) occupations
- g) car ownership
- h) tv/radio ownership
- i) geographic location
- j) metropolitan/non-metropolitan
- k) distribution by cities of given size
- l) rural, small town, city audience comparisons
- m) etc. (dependent on special audience characteristics and market interests involved)

**Households**

- number and location of households, classified as to special characteristics:
- a) by number of children (age levels, sex)
- b) by male, female, non-parent head of household
- c) by occupation of head of household
- d) by owned homes, rented homes
- e) by household's stage in "life cycle"
- f) etc. (dependent on special audience characteristics and market interests involved)

#### SERVICES AVAILABLE TO ADVERTISERS

- a) merchandising services or promotions, store tie-ins, cooperation with wholesalers, jobbers, etc.
- b) consumer panels, testing laboratories
- c) special studies showing advertising results on automobiles, food, etc.
- d) availability of subscription list for direct mail follow-up
- e) advertising readership (Starch, etc.)
- f) split or regional runs for copy testing

#### WANT EXTRA COPIES?

Additional copies of any of the check lists are available at 30 cents each up to 50 copies, 51-90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the *Editor, MEDIA SCOPE*, 420 Lexington Ave., New York 17, N. Y.

#### MEDIA/SCOPE'S MEDIA CHECK LISTS

This comprehensive check list is concerned with the points that might be considered in developing a list for consumer magazine advertising. Obviously, not all the points are relevant. But frequent reference to the check list will, in the opinion of the editors of *MEDIA/SCOPE*, increase the efficiency of planners and buyers in the process of fitting the market to the product and the magazine to the market.

Similar check lists were published in *MEDIA/SCOPE*

last August on *The Marketing Plan Approach to Advertising Appropriations*, in October on *Spot Radio*, in November on *Spot Television*, in December on *Business Publications*, in January on *Newspapers*, in February on *Point-of-Purchase Advertising*, in March on *Direct Mail Advertising*, also in March on *Media Plans in General*, and in April on *Transit Advertising*. An additional check list will be published in June on *Outdoor Advertising*.

**The facts show  
you reach the biggest buyers  
when you reach PARENTS' MAGAZINE'S  
families with children.**

**How much more families with children spend  
than families without children!\***

	HOUSEHOLD APPLIANCES	94% MORE
	FOODS	94% MORE
	AUTOMOBILES	56% MORE
	HOMES	79% MORE
	TOILET PRODUCTS	70% MORE
	FOOTWEAR	157% MORE
	CLEANING & POLISHING PRODUCTS	170% MORE
	RECREATION	112% MORE
	HOUSEHOLD UTILITIES	70% MORE
	CLOTHING & ACCESSORIES	66% MORE

\*Source: U. S. Department of Commerce and Study of Consumer Expenditures, Income and Savings.

Concentrate on your biggest-buying market—families with children. Why waste advertising dollars on people who have little or no need for your product? Only PARENTS' MAGAZINE, devoted exclusively to the needs and interests of families with children, gives you circulation 100% in this market.

PARENTS' MAGAZINE • 52 Vanderbilt Ave., New York 17  
Chicago • Atlanta • Boston • Los Angeles • San Francisco

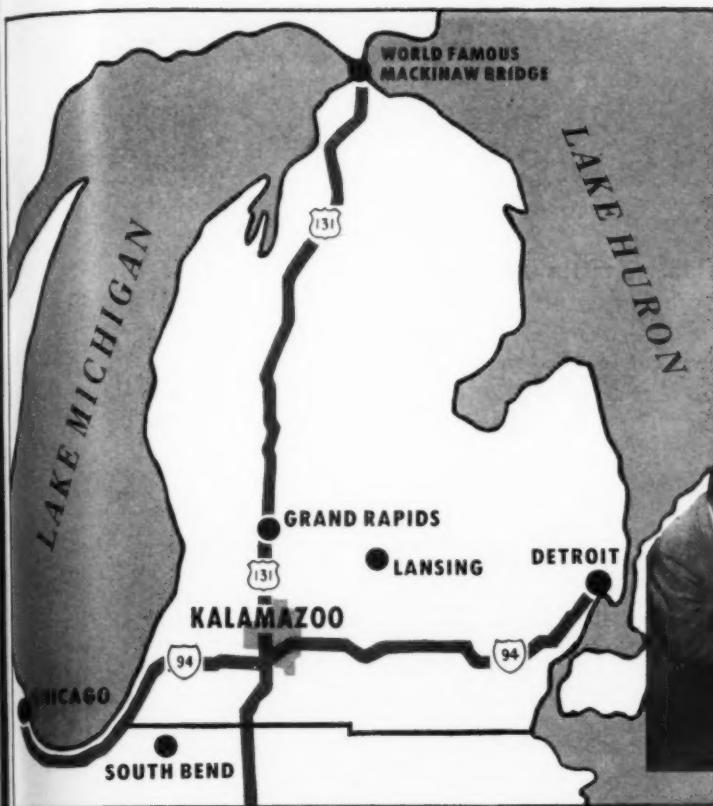
Parents' Magazine Circulation Guarantee  
**1,850,000**

Children in Parents' Magazine Families  
**4,250,000**

Monthly Readership  
**6,235,000**



This Seal  
UPS Sales!  
Ask about  
its use for  
your product.



The Michigan State Highway Department's second five-year construction program, with an estimated cost of \$850 million, will provide Kalamazoo with an expressway system both north-south and east-west.

State Highway Commissioner John C. Mackie (center) with Gazette Business Editor Hayden Bradford (left), and District Highway Engineer Paul Perkins, is shown detailing his department's second five-year construction program.



## Get on the broad expressways to increased Michigan sales

The new Michigan freeway system will soon make Kalamazoo an even more accessible shopping center for thousands of Michigan families. This extension of the Kalamazoo retail trading zone can only add to the city's sales leadership.

Situated astride the nation's longest toll-free interstate expressway and also one of the state's two north-south freeways, Kalamazoo faces a burgeoning potential and a predictable growth stimulated by ambitious expansion plans.

Last year was a recession year in much of the nation but not in Kalamazoo! The Metro-

politan area wound up 1960 with another record high in retail sales. By any measurement of interest to advertisers, Kalamazoo continues to set a sizzling sales pace for the nation.

For over a century, prosperous area families have depended on the Kalamazoo Gazette for the news and buying information which undergird the high cultural and living standards.

No other medium delivers this six-county market so completely and economically as the Kalamazoo Gazette. It has been so for over a century!

"The daily newspaper is the total selling medium"

### KALAMAZOO GAZETTE



NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, Murray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, Sutter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, Woodward 1-0972.

A Booth Michigan Newspaper

## Are Newspapers Going National?

By Lionel M. Kaufman



### NEW PRODUCTS THAT MAY AFFECT YOUR MARKETS IN THE '60's

Hundreds of new and improved industrial products are introduced each month of the year. Their impact on industrial marketing is vital. Some of them may even compete for your own markets in the next few years.

It is significant that most new and improved industrial products are first introduced and promoted regularly in *Industrial Equipment News*. Why? Because IEN is considered a vital communications tool in a total marketing program. It's helpful in protecting present markets and searching out new ones.

Why? Because IEN calls on 81,000 important buyers and specifiers in all industries each month. These IEN readers are constantly looking for product information. And that's precisely what IEN gives them... just when they are looking to buy.

Get the full details on IEN. Send for our new Market Data File. It's yours free.



### INDUSTRIAL EQUIPMENT NEWS

Thomas Publishing Co. • Product Information Headquarters  
461 Eighth Avenue, New York 1, N. Y.

This month marks three years of writing columns for *MEDIA/SCOPE*. A look back at Column No. 1 (June 1958) shows that it posed a prophetic question, "Are National Magazines Going Local?" I wonder if it's time this year to put some reverse English on that question?

Is it just a coincidence that the past few months have seen the nationally-circulated *Wall St. Journal* planning its eighth printing plant, in Riverside, Calif. . . . the *New York Times* teletypesetting a "same-day" European edition, and all but announcing a similar extension to the Coast . . . and the *Christian Science Monitor* flying mats from its Boston plant to Los Angeles and London?

Will our conquest of space and time shrink this far-flung nation into another "tight little isle" that can be served by nation-wide newspapers?

Take a look at your own newspaper, for a starter.

There are many today who insist that you no longer buy your big city newspaper for local news.

#### National vs. Local News

They'll hold the front page up, and ask you to read the date-lines. There's no doubt about it—London and Leopolisville, Washington and Wall Street are crowding out City Hall.

"But, what do you care?" they'll ask. "That's not your City Hall." You're probably carrying your paper home to a suburban community where you'll find another paper on your doorstep, to tell you about the PTA meeting, and next year's tax rate.

Furthermore, they'll tell you that your metropolitan newspaper has already seen the handwriting on the wall. It's buying world-wide news from the *New York Times*. It's using *New York Herald-Tribune*, *Chicago Daily News* columnists and correspondents. Its Sunday magazine was probably edited in New York. Its

comics and lovelorn advisors are national products.

Seems to add up, doesn't it? *Ad yet* —

Somehow I can't help feeling that while the nation-wide newspaper may be carving a niche for itself, that will be in addition to, but never in place of, our traditional metropolitan newspapers.

#### Local Sunday Magazines

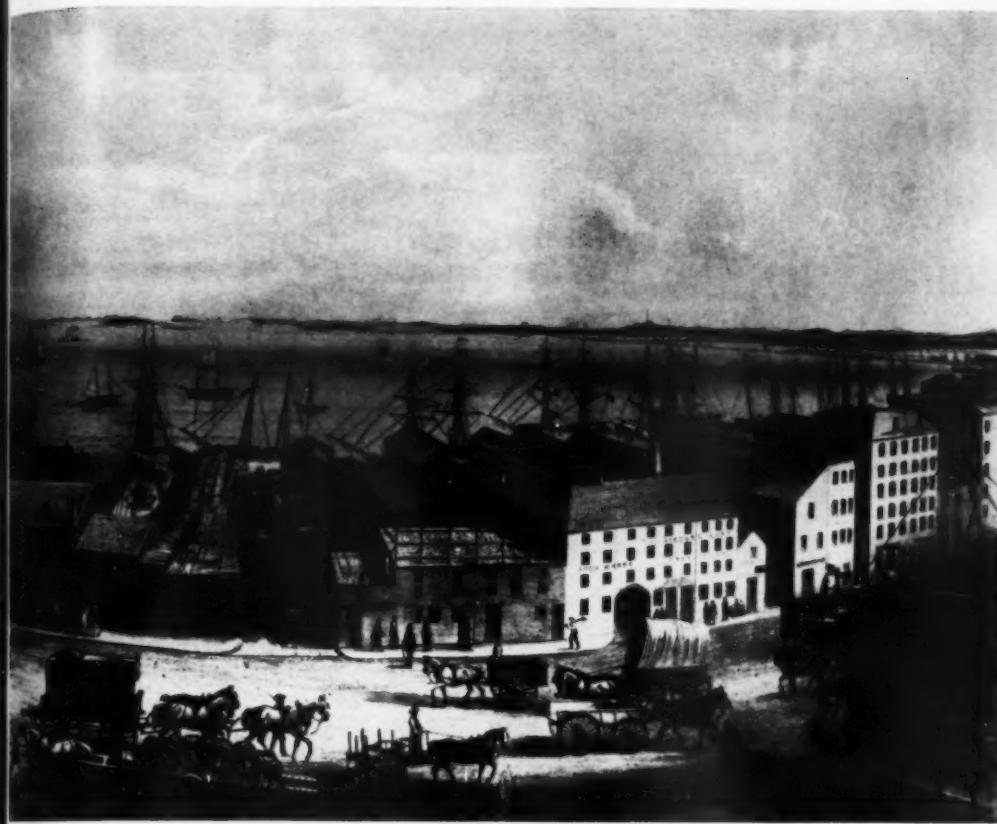
The Sunday supplements know what I mean. Their member-newspapers have rarely discontinued their local Sunday magazines. In fact, the *Atlanta Journal-Constitution* dared to give up its two national supplements and offer its readers an enlarged local book.

The national newspaper chain know what I mean. While the old-time chain may have centralized editorial and business direction, people like Mr. Newhouse are finding that the only thing you can centralize today is ownership. Our big cities want their newspapers operated and edited by local talent.

That's because the newspaper's job is not only to report the news, but to guide and reflect their readers' reactions to it. Reporting may be a national, or even a global, job today. But that editorial page will always have to be home-cooked.

And let's not forget one final local angle. The newspaper always has been, and still is, primarily a local advertising medium. The local advertiser is its biggest customer—the one who keeps holding for the newspaper the title of America's biggest advertising medium.





## NEW BOOM TOWN ON THE COAST

Just as in the old days, Boston's booming again. The harbor's filled with everything from aircraft carriers to fishing boats. Close to 400 flights daily leave Logan International Airport. Construction begins this year on a tremendous city, state and federal Government Center on the back side of Beacon Hill.

Boston is changing, busting out — and with her, her spokesman, The Boston Globe. In 10 years The Globe has leaped from second place in total advertising linage to first (by 1.3 million

lines), a 33% gain while both other Boston daily combinations were losing ground. And we're moving ahead across the board in all classifications.

Bostonians recognize The Globe as the voice of the Hub. It's welcome in more homes than any other Boston newspaper — 335,941 daily, 427,983 Sunday.

To get with Boston, you've got to get with The Globe. Easiest way is to call our Million Market Man. He has the facts.



# The Boston Globe

MORNING  
EVENING  
SUNDAY

## THERE'S A NEW BOSTON ...AND THE GLOBE IS ITS SPOKESMAN



A Million  
Market  
Newspaper:

NEW YORK  
CHICAGO  
DETROIT  
LOS ANGELES  
SAN FRANCISCO

# Are New Yorkers the only cultured Americans?

No one disputes the fact that New Yorkers are really the only people who care about culture—no one, that is, except the millions of Americans who live outside of New York.

Before WQXR, New York, established the QXR Network a few years ago, it was virtually the only source of good music on the air—east or west of the Hudson. Music lovers far from New York went to all kinds of lengths to pick up WQXR. One listener in Ohio reported that he could get the station best on the roof of his barn, where he'd sit for hours entranced by WQXR's music.

The Ohio farmer may still be sitting on his barn, but listeners throughout the populous Northeast now get WQXR programs of fine music and New York Times news right in their living rooms, thanks to the QXR FM Network.

This 19-station extension of WQXR goes west to Buffalo, north to Boston, and south to Washington and covers some very important markets in between: Philadelphia, Baltimore, Providence, Hartford and Rochester, to mention a few.

The added ingredient of WQXR's musical know-how sets QXR Network stations apart from other good music stations and makes the QXR Network the most-listened-to and most-advertised-on FM network in the country. Some of the nation's leading quality advertisers are with us, reaching a quality audience that didn't have much of the good music it loves until we came along.

**QXR NETWORK**  
Operated by WQXR, radio station  
of The New York Times

VIEWS ON BROADCAST

## The Written Confirmation



By Isabel Ziegler

**T**HE UNSUNG HERO in our business is any person who works on rates by means of contracts, confirmations, and the rate books. Anyone who has ever trained a completely inexperienced estimator becomes well aware of this during the first lesson. The teacher finds that he answers the pupil's questions so often by simply saying that certain things become known by experience or just by common practice. Our business has many rules covering many different situations that have never been put into writing. The trainee-estimator, who is generally a newcomer to the business, begins to feel that crystal-ball reading must be an important part of the qualifications of a good estimator.

Reading a rate card is only part of the job. Interpreting it is another important phase. In addition, probably one of the most necessary and important qualifications is the ability to know when the answer isn't there because it's not in writing. Applying the wrong criteria to any rate can radically change the advertising cost. To guess the answer and guess wrong sets off a complete chain reaction—the bills don't get paid, the client estimate is wrong, and so on. Paper work results in revisions and changes to correct the situation, and these involve manpower and time, precious items, to say nothing of the possible embarrassment between the agency and the client over inaccurate costs.

### The Confirmation Order

Of course, written confirmation of an order should be issued immediately after the verbal order has been given and the station has cleared the order. All too often, this important

piece of paper is not considered essential enough or timely enough or important enough by either the representative who issues it or the agency who is responsible for checking it. In some cases, too, the written confirmation lacks information and is merely thrown together.

First, the confirmation should be complete and include important data such as contract years, earned rates for one product or multi-brands, billing conditions—as earned, etc., renewal conditions—continuing rates and their basis, rate protection, short rates or rebates, and any other pertinent information. This one piece of paper is vital, and should include all the information necessary to eliminate any questions and problems which could arise.

### Promptness Necessary

Second, it should be made up and sent out by the representative directly following the purchase and not two weeks later. Agencies must submit costs to clients. Clients can't wait weeks to find out what their agencies have committed them to. The less filled out confirmation is worthless if it is sent in after costs have been submitted to the client and all the paper work has been completed to expedite payment to suppliers and payment from clients.

Third, agencies must check confirmations when they do come in. To check the time of the schedule purchased is only part of the job. Rates can be read wrong, or incorrectly interpreted.

The confirmation catches these inequities too, and avoids problems and unnecessary paper work.

## Record of National Advertising Expenditures Year 1960

INDEX  
Year 1960  
1956 = 100

Newspapers	106.4
Nationally Distributed Sunday Supplements	113.5
General Magazines	119.7
Business Papers	126.4
Farm Publications	88.9
Network TV	139.8
Network TV Talent	121.0
Spot Television	143.3
Spot Radio	131.2
Outdoor	102.4

PER CENT CHANGE  
1960 - 1959

Year 1960	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 705,618,000	\$ 681,124,000
Nationally Distributed Sunday Supplements	83,107,000	91,781,000
General Magazines	829,728,000	760,630,000
Business Papers	562,171,000	510,600,000 <sup>R</sup>
Farm Publications	47,895,000	51,645,000
Network TV	682,400,000	627,312,000
Network TV Talent	361,851,000	354,158,000
Spot Television	603,560,000	559,696,000 <sup>R</sup>
Spot Radio	190,667,000	188,143,000 <sup>R</sup>
Outdoor	121,574,000	114,007,000

R = Revised

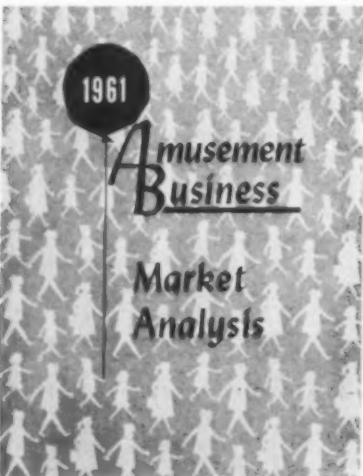
Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

Prepared exclusively for  
MEDIA/SCOPE by J. K.  
Lasser & Co. SOURCES:  
Newspapers: Media Rec-  
ords, Inc. Supplements:  
Publishers Information  
Bureau. General Maga-  
zines: Publishers Infor-  
mation Bureau. Business  
Papers: J. K. Lasser & Co.  
Farm Publications: Farm  
Publication Reports, Inc.  
Network Television: LNA-  
BAR reports from Tele-  
vision Bureau of Adver-  
tising. Spot Television:  
Television Bureau of  
Advertising. Spot Radio:  
Station Representatives  
Assn. Outdoor: Outdoor  
Advertising Inc. Network  
TV talent and production:  
MEDIA/SCOPE.

**Adam Young, Inc.**, has prepared information on TV coverage of central Illinois for stations WICS, Springfield-Decatur, WCHU, Champaign-Urbana, and WICO, Danville. Brochure includes market data, and suggests techniques for efficient buying of the area.

Another report, for WLOF-TV, Orlando, Fla., includes graphs comparing total home impressions of competing stations and data on unduplicated network coverage of the area.—A.

**Amusement Business** 1961 market analysis covers fairs, circuses, carnivals, auditoriums, arenas, and stadiums for the first time. Report says



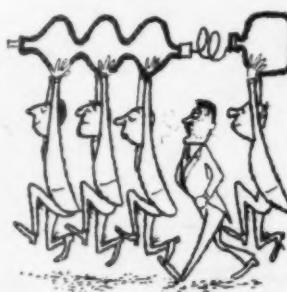
these and other funspots grossed \$2.8 billion in 1960. Half of the \$75 million gain in gross receipts over 1959 resulted from increased attendance of 25 million, bringing total 1960 attendance to 2.08 billion.—B.

**Avery-Knodel, Inc.**, has added data on six new markets to its third edition of "Your Best Days and Nights for Grocery and Drug Spots on TV." New markets are Burlington, Vt., Plattsburgh, N. Y., Clarksburg, W. Va., Columbia, Mo., Augusta, Ga., and Roanoke, Va. For each of the 31 markets covered, report lists leading chains, non-food categories stocked, nights open, big-volume days, and, for drug chains, big-volume nights. Other data include factory shift hours, opening and closing hours of

most offices, department stores, and banks, and ratios of home ownership.

Two other market studies give vital statistics on Mobile-Pensacola, Gulfport-Biloxi, and Roanoke, Va.—C.

**Chemical & Engineering News.** Of 339 subscribers reporting that they make purchasing decisions, 58 per cent named business publication



EXTENT of participation differs.

advertisements and 26 per cent listed business publication articles as sources of information about product makes or brands. Some 83 per cent named advertisements and 75 per cent articles in the trade magazines as sources on which purchasing decisions are based. More than half named business publication advertisements as sources of new product and procedure information. Survey also covers education, title, function, and buying influence by equipment category of the chemical specialist.—D.

**McCall's** 1960 Congress on Better Living also discussed the recession-hit appliance industry, from the standpoint of consumer preferences, buying plans, and complaints. Major gripes were "lack of quality in workmanship and service," and "too many unnecessary gadgets and model changes." Information is available on delegates' housekeeping routines and on what they want in kitchens, laundry rooms, fabrics, cleaning equipment, and small appliances.—E.

**Life's** March supplement updating its "Graphic Guide to Consumer Markets" includes a table of family characteristics by age groups and an analysis of the data tracing trends in

the life cycle of the average U.S. family. Information, broken down by age of family head, includes income, debt, number of births and children, wife's working status, location and type of residence, and mobility, education, and occupation of family head. Families whose heads are between 35 and 44 have both higher median incomes and highest ratio of working wives — more than a third.—F.

**Robert E. Eastman & Co., Inc.** compares gross effect of spot radio with newspaper campaigns by computing space costs of specific newspaper advertisements from line rates and ABC circulation, and hypothetically investing the same money in a radio station in the same metropolitan market. Radio result is figured from gross number of radio home sales impressions according to Pulse. One example involves a 1,500 line message costing \$611 in a newspaper with an ABC net paid circulation of 32,066. For the same \$600, says Eastman, 50 one-minute commercials between 9:00 A.M. and 4:00 P.M., with an average Pulse rating of 5.0 per announcement, produce 579,750 gross home sales messages.—G.

**Fawcett Women's Group.** Twentieth Anniversary issue of Fawcett's "Beauty Reader Forum" reports 1960 use of mascara up 7.3 per cent over



1959 and use of stick eye shadow up 7.2 per cent. Other beauty products enjoying consumption gains last year were iridescent nail polish, make-up base, face powder, and lipstick. Report gives brand use of each product, place purchased, and, where applicable, type and shade of product, for each year since 1950.—H.

**Television Advertising Representatives'** latest study of viewing by pet owners was delivered by Mike the Boxer, a publicity hound. Results indicate that pet owners watch more television than families without pets. Also, dog owners tend to do more viewing than those owning other types of pets, though all pet owners account for 16 per cent more viewing than non-owners. Variations, detailed in the report, are noted for each of the five Westinghouse TV markets. In these five, pet-owning families make up 40.2 per cent of all families. Nearly 26 per cent keep dogs.—I.



PUBLICITY hound delivers TvAR's study.

icate that pet owners watch more television than families without pets. Also, dog owners tend to do more viewing than those owning other types of pets, though all pet owners account for 16 per cent more viewing than non-owners. Variations, detailed in the report, are noted for each of the five Westinghouse TV markets. In these five, pet-owning families make up 40.2 per cent of all families. Nearly 26 per cent keep dogs.—I.

**Associated Business Publications.** Some 460 of 466 retailers listing themselves as "regular readers" of business papers reported reading advertising in them, and 79.6 per cent of those said the advertising has helped them make business decisions. Seventy per cent of these regular readers said such advertising had led to "direct action"; buying new items, remodeling stores, or ordering display materials and other sales aids. The 460 were among 478 members of Brand Names Foundation's Retail Advisory Council completing questionnaires on their use of business publications. The 460 read an average of 3.1 publications each.—J.

The Waukegan *News-Sun* says that "the greater the margin of rational choice in buying a product, the greater its need for newspaper advertising." This is based on survey results reported in "A Newspaper and Its Public." Some 68 per cent of the respondents replied "No" when asked if they found advertising for big ticket items in their Chicago paper helpful.

Sixty-four per cent said "No" in reference to advertisements for convenience items. This, says the *News-Sun*, 40 miles north of Chicago's Loop, confirms that "metropolitan newspapers are not primarily bought as a source of buying counsel in exurbia." However, the survey also goes into reader characteristics, among which it is noted that only 2 per cent commute to Chicago, only 3 per cent shop there.—K.

**Batten, Barton, Durstine & Osborn.** In one week 82 per cent of the nation's 49.5 million radio homes can be reached, says BBDO's "Spot Radio Pocket Piece" for Spring 1961. That's just one fact from the 19-page booklet, an exhaustive capsule of each aspect of spot radio, as a buy offering "extreme economy, high frequency, and maximum flexibility." Data available for first time include agency estimates or special Nielsen studies for BBDO covering programming changes since 1954, average ratings for the top 100 markets by various demographic factors, unduplicated four-weeks' data on 21 top markets with ratings resulting from hypothetical schedules using one, two, or three stations, spot costs by market group, and where out-of-home listening occurs. Much additional information on other phases of spot radio has also been culled from other sources.—L.

**Outdoor Advertising Association of America, Inc.** First Poster Advertising Circulation Evaluation (PACE) report gives monthly reach and frequency figures for 100 and for 50 showings in 305 markets with TAB audits less than three years old, and where no major change in traffic



conditions or number of panels per showing have occurred since the last audit. Report also gives households, population, daily effective circulation, and year of last audit for each market. Data are derived from daily effective circulation and number of households in each market, checked against findings of the Wilbur Smith Study. More PACE reports will be issued as new audits are made in new markets.—M.

### WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, **MEDIA/SCOPE**, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: **A B C D E F G H I J K L M N O P Q R S T.**

Your Name and Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_



### For Over 75 Years—

an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The **AMERICAN RIFLEMAN** Magazine  
SCOTT CIRCLE WASH. 6 D.C.

### Media/scoop ON THE **QUAD-CITIES**

ROCK ISLAND MOLINE EAST MOLINE DAVENPORT

#### IN THE QUAD-CITIES GLP is ahead of GNP

- Concern is still exhibited about the 1961 health of Gross National Product. Of immediate satisfaction to Quad-City people themselves is the very healthy condition of their own Gross Local Product. It is moving away—and up. To marketers who want to increase their stake in this 270,000 population area, the active local Quad-City economy is an attractive target. Aim with these newspapers to reach the 56% of Quad-Citians who live on the Illinois side.

THE QUAD-CITIES LARGEST  
COMBINED DAILY CIRCULATION

**ROCK ISLAND  
ARGUS  
and  
MOLINE  
DISPATCH**



## PROMOTIONS AND PRESENTATIONS



**Family Circle** puts the spotlight on the rising young media executive in its new film, "For Homemakers Only," now touring major advertising centers and supermarket chain headquarters across the U.S. Jack Bartlett, hero of the color film, and strong right arm of the media department of "Powers Advertising Agency," makes the board room presentation for *Family Circle* to the agency's president and account staff of the big client, "National Foods, Inc." Film follows, with flash-backs through young Bartlett's on-the-spot research at check-out counters, Dr. Starch's headquarters, Dr. Dichter's castle, the magazine's editorial offices, and even in the kitchen of a young housewife he's followed home from the supermarket. Bartlett gets the right testimonial from everyone, and, in the end, from Powers' president himself.

**American Girl** is backing its merchandising conferences for manufacturers, resident buyers, and fiber and fabric firms with data indicating that girls from 10 to 16, "the fastest-growing age group in the U.S.," are maturing earlier. Vitamins speed physical growth, so that 95 per cent of girls reach their adult height at 12, and 90 per cent buy their first bra between 11 and 14. They develop socially, become style-conscious earlier, because of more parental permissiveness, more working mothers, more communication.

**Holiday** has extended miniaturization from electronics to print with a set of five tiny "Holiday Pocket Guides" for tourists who like to travel light. Titles of the 64-page,

leather-bound guides, offered to travel agents at production costs, are: "How to Get a Passport," "Currency Converter and Tipping Guide," "Travel Wardrobes for Women," "Travel Wardrobes for Men," and "What Your Travel Agent Can Do for You."

**CBS Radio's** premiere of "Expansion for the Sixties," now on the road from Boston to San Francisco, with stops in between, reported a total of 156.4 million radio sets in U.S. homes, with 1960 set sales ahead of 1959's by 18 per cent. Color presentation, with loudspeaker and portable sets among guests, included play-backs of history in the making, as it was covered by radio through the years, and voices of some of the men who made it. "Program boy with quality control at the sound" were also exemplified by voices of entertainment, from Bing Crosby to Garry Moore, and by testimonies from satisfied sponsors of Arthur Godfrey.

**Sports Illustrated's** "Guide to Regional Marketing" lists not only its own four regional offerings, but also those of all other U.S. consumer magazines segmenting their circulations. Folder gives circulation, page rate, and rate per thousand, for both black-and-white and four-color pages, in each edition of each magazine, as well as frequency of issue. Another section lists magazines offering split runs, together with acceptance requirements. With the exception of *TV Guide*, *Sports Illustrated* says it carried more regional pages than any other U.S. magazine in 1960.

**Bureau of Advertising.** Housewives are a dominant or equal influence in choosing appliance stores 74 per cent of the time, and also play an important role in deciding the price his family will pay for appliances. These survey results are reported in "Measure Your Market for 10 Major Appliances . . . and Increase Your Share," a presentation featuring maps showing sales by state per 1,000 families for each of 10 appliances, as reported by *Electrical Merchandising Week*. These data, says BOA, allows the appliance dealer to compare his performance with his competitors and calculate his own share of market for each appliance.

THE TUBE THAT TURNED THE TIDE IN TOOTHPASTE!



# VADEMECUM!

In just six months...consistent, small space newspaper advertising turned this unknown Swedish toothpaste into a top seller in the Upper Midwest!



W. R. OLSON

Exclusive mid-  
United States  
Distributor for  
Vademecum

Last fall only a handful of Upper Midwesterners had heard of *Vademecum*, and fewer still had seen it. But Bill Olson, sole regional importer and distributor for this outstanding Swedish toothpaste, knew he had a winner. *Vademecum's* curious foreign name, its premium price (79¢ for a small sized tube), the key that rolls up the tube as it is used, and the flat cap that permits the tube to stand on end—all these things were different and intriguing—but difficult to merchandise.

Bill Olson's problem was to get distribution—and on a limited budget. The U.S. toothpaste giants spend millions every year. *Vademecum* had to pinpoint its efforts and hit hard.

A staunch believer in the power of newspaper

advertising, Mr. Olson decided to place *Vademecum's* greatest emphasis there. He then assured drug retailers that a consistent newspaper campaign would move *Vademecum* off their shelves—and in just six weeks nearly every druggist in the Upper Midwest had stocked it!

*Vademecum* sold, and sold, and sold—and today is selling at an ever-increasing rate. Drug wholesalers tell Mr. Olson that it is their top seller! But that's not all: Food chain stores, seeing the sales explosion *Vademecum* was causing in drug outlets, demanded their share in its success—and stocked it. Now, through all these outlets, *Vademecum* is selling right along with the biggest names in the industry.

The lion's share of the *Vademecum* budget went to the Minneapolis Star and Tribune—twice a week, morning and evening, and Sunday. That's just three exposures every week to the biggest circulation in the Upper Midwest.

Let us help you reach this vital market.



Yello/Scope, May 1961

## Minneapolis Star and Tribune

EVENING

MORNING & SUNDAY

655,000 SUNDAY • 525,000 DAILY Copyright 1961, Minneapolis Star and Tribune Co.

Represented nationally by Newspaper Marketing Associates: Scolaro, Meeker and Scott Division—New York, Detroit, Chicago, Philadelphia; Doyle and Hawley Division—Los Angeles, San Francisco.

## Media/trends

In March, essence of grape was wafted from a Manischewitz Wine insert in 10 editions of *TV Guide*. In March, too, the aroma of fine coffee, Captain's Fancy Brown, was added to the four colors of an ROP color page in the Minneapolis *Star* and *Tribune*. But this month, readers of *Family Circle* and *TV Guide* get enough to

make four cups of instant Sanka. Magazines for low-cost food sampling were chosen to lick postal regulations hampering the transport of food by publications relying heavily on subscription sales, and because General Foods wanted to "bring the product, medium, and consumer together at one point—the check-out counter."

\* \* \*

Between 1956 and 1960, the average spot television advertiser raised

his spot budget nearly 80 per cent. Number of spot TV advertisers climbed from 530 in 1949 to some 3,000 by 1955, and to 3,807 last year. These are just two highlights of a comprehensive five-years' report of spot TV expenditures from the Television Bureau of Advertising and N. C. Rorabaugh Co.

Most of the 50 per cent investment rise since 1956, to \$616.7 million last year, went for announcements and participations, up 75 per cent, and ID's, up 42 per cent. Program sponsorship is off slightly.

Another Tvb report notes that an all-time high of 376 advertisers used network TV in 1960.

\* \* \*

Pay TV is knocking louder. Even Arthur Duram, senior vice president, radio and television, at Fuller & Smith & Ross, in telling the Pittsburgh Radio-TV Club why "the living-room slot machine" is a "myth and hoar" that can't live up to its promises, issued this warning: "Unless we find some meeting ground between the tastes of the masses and the tastes of the intellectuals, pseudo and otherwise, some mighty money men are finally going to take over our job of filling the 24-inch screen."

\* \* \*

WRUL isn't the only medium surveying its international audience. *Newsweek* has completed a study of civilian readers of its European and Pacific editions, and found they have an average income of nearly \$11,000, and that 60 per cent hold "managerial positions." Data cover 13 other characteristics, from travel and social habits to car and security ownership.

Looking ahead to global TV via satellite, and its promise of greater world understanding, the Academy of Television Arts and Sciences will hold its first international assembly in November. The New York meeting of television leaders from some 40 nations will swap ideas on topics ranging from technical and educational possibilities of international television, to use by advertisers, audience research, finance, and "non-conformity in new program ideas."

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### YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS  
No. 3. Figures show percentages of TV  
homes reached weekly, day or night.

Focus your attention on Nebraska's television markets, and you'll see there are just two big ones—the extreme East and Lincoln-Land.

Three top TV stations compete for viewers' attention in the Eastern market—obviously dividing it three ways. But in Lincoln-Land just one station really covers the area—that's KOLN-TV!

More than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time, according to latest Nielsen. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel will give you the complete story on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

#### KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA\*

Gunsmoke ..... 69,700 homes  
Father Knows Best ..... 77,700 homes  
6:00 p.m. News ..... 76,000 homes  
10:00 p.m. News ..... 64,000 homes

\*February Lincoln NISI

#### The Feltzer Stations

WKEZ-TV — GRAND RAPIDS-KALAMAZOO  
WKEZ RADIO — KALAMAZOO-BATTLE CREEK  
WEWF RADIO — GRAND RAPIDS  
WEWF-TV — GRAND RAPIDS-KALAMAZOO  
WFWF-TV — CASSILLAC-TRAVERSE CITY  
WUUA-TV — LINCOLN, NEBRASKA



# KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000'-FT. TOWER  
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
Avery-Knodel, Inc., Exclusive National Representatives

HIGH FAMILY INCOME  
**LEVITTOWN, PA.**  
17.2% HIGHER THAN  
NATIONAL AVERAGE  
THE LEVITTOWN TIMES  
AND  
BRISTOL DAILY COURIER

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## without the Los Angeles Copley Newspaper Group

You're missing an important share of the Los Angeles market if you're missing the home towns that surround the city proper. That's where the Los Angeles Copley Newspaper Group can fill the bill. The Group includes eight dailies and their 18 shoppers, covering key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629. It's all yours with one order, at a discounted flat line rate of \$1.50, or a bulk discounted rate (5,000 lines or more within one year) of \$1.40 a line. For details, ask any office of **WEST-HOLLIDAY CO., INC.**

(NELSON ROBERTS & ASSOCIATES)

**LOS ANGELES COPLEY NEWSPAPER GROUP:** ALHAMBRA POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • BURBANK DAILY REVIEW • Burbank Review Shopping News • CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser • GLENDALE NEWS-PRESS • Glendale News-Press Shoppers • MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser • SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser • SAN PEDRO NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING  
OF TRUTH"



Copley Newspapers

\*Ramsey, Dakota and Washington Counties

ST. PAUL  
**DISPATCH**  
A RIDDER NEWSPAPER  
**PIONEER PRESS**

Representatives  
RIDDER-JOHNS, INC.  
New York - Chicago - Detroit  
San Francisco - Los Angeles  
St. Paul - Minneapolis

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING LINAGE

MARCH AND FIRST THREE MONTHS 1961-1960

	MARCH 1961 vs 1960 % Gain or Loss	% of Total	FIRST THREE MONTHS	
			1961 vs 1960 % Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages	-20.0	7.5	-20.3	5.8
Foods	-5.4	16.6	-3.4	16.2
Baby Foods	+33.0	0.4	-1.0	0.4
Baking Products	-3.4	2.4	+37.8	2.6
Beverages	+5.9	2.6	-17.9	1.9
Cereals and Breakfast Foods	-44.4	0.4	-37.9	0.4
Condiments	-19.9	1.1	-15.1	1.0
Dairy Products	-4.6	2.7	+11.0	2.7
Frozen Foods	-41.3	1.0	-27.2	1.1
Meats and Fish	+28.2	1.7	+10.4	1.4
Industrial	-15.4	1.7	-22.4	2.0
Insurance	-24.3	1.4	-31.4	1.6
Medical	+15.1	3.1	-11.0	3.0
Public Utilities	-18.5	2.4	-14.3	2.5
Publishing and Media	+6.0	9.0	-0.5	10.5
Radio, TV and Phonographs	+27.5	1.3	-15.7	1.2
Sporting Goods, Cam. and Photo. Suppl.	-39.5	0.7	-30.9	0.5
Tobacco	+20.9	3.3	-24.0	2.6
Toilet Requisites	-0.5	3.0	-18.6	2.7
Dentifrices	-18.3	0.2	-38.6	0.2
Men's Toiletries	+11.6	0.6	-55.0	0.4
Perfumes and Cosmetics	-9.6	1.4	-9.2	1.2
Toilet Soaps	-19.1	0.1	-17.3	0.1
Transportation	+0.1	12.3	+5.2	13.5
Airways	+4.7	8.9	+9.9	9.7
Bus Lines	-36.7	0.3	-15.2	0.3
Railroads	-6.6	0.9	-16.4	0.8
Steamships	-19.4	1.0	-5.2	1.3
Tours	-8.3	0.8	-8.4	1.0
Wearing Apparel	+37.7	2.0	+24.1	1.3
<b>TOTAL GENERAL</b>	<b>-4.9</b>	<b>76.8</b>	<b>-8.8</b>	<b>75.9</b>

## AUTOMOTIVE

Gasolines and Oils	+286.5	4.6	+449.5	5.4
Passenger Cars—New	-33.1	11.1	-30.4	12.5
Tires and Tubes	+40.4	1.8	+22.1	1.3
Trucks and Tractors	-41.5	0.2	-50.8	0.2
<b>TOTAL AUTOMOTIVE</b>	<b>-5.2</b>	<b>23.2</b>	<b>-4.6</b>	<b>24.1</b>
<b>TOTAL GENERAL and AUTOMOTIVE</b>	<b>-5.0</b>	<b>100.0</b>	<b>-7.8</b>	<b>100.0</b>

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

SING

MONTHS  
% of  
Total

5.8  
0.4  
2.6  
1.9  
0.4  
1.0  
2.7  
1.1  
1.4

2.0  
1.6  
3.0

2.5  
10.5  
1.2

0.5  
2.4  
2.7  
0.2  
0.4  
1.2  
0.2

13.5  
9.7  
0.3  
0.8  
1.3  
1.0

1.3

75.9

5.4

12.5

1.3

0.2

24.1

100.0

# "As well as I know how" now"



Old joke. Farmer to county agent: "I ain't farming half as well as I know how now." The old joker, if he ever existed, today works in a factory, or is on relief. Because competition and high costs have forced out the half-way farmer.

Farms are larger, represent a greater investment. Farming is steadily changing, requires new buildings, mechanization, efficient operation—and **SUCCESSFUL FARMING**. SF is not only read, but studied, clipped, filed, consulted again and again.

For the volume producer of field crops and livestock, SF is a work manual, crammed with case histories of planting, fertilizer applications, pest controls, silage and crop storage, breeding, feeding, materials handling, barn, pen, and feedlot layouts, marketing, housekeeping. It helps the farmer plan his plan, build and buy better, get better yields from every acre, every building unit, every working hour. It helps the farm family live better.

And because **SUCCESSFUL FARMING** has been helping the country's best farmers for fifty-nine years, it has earned their confidence and respect—evident in the exceptional reception and response for the advertising in its pages.

With 1,300,000 selected circulation, SF represents one of today's best class markets. Its farm subscribers earn 70% more than the national farm average. And twelve regional and state editions plus the national edition permit localized, seasonal, and special promotions, dealer support, product and copy testing.

If you want more action from your advertising, use **SUCCESSFUL FARMING**. Details from any SF office..



**SUCCESSFUL FARMING** . . . Des Moines, New York,  
Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles,  
Minneapolis, Philadelphia, St. Louis, San Francisco.

# VIDEODEX NATIONAL RATING ANALYSIS MARCH 1-7, 1961

## TOP FIVE PROGRAMS DAILY\*

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor
<b>SUNDAY</b>							
1. Candid Camera	31.2	CBS	Lever Brothers	4. Price Is Right	22.8	NBC	Derby Foods,
2. Ed Sullivan	29.7	CBS	Eastman Kodak	5. Wanted Dead or Alive	21.7	CBS	Pan American
3. Dennis The Menace	27.5	CBS	Best Foods				Airways,
4. Jack Benny	26.1	CBS	Lever Brothers				Warner-Lambert
5. G.E. Theatre	25.8	CBS	General Electric				Lever Brothers
							Kimberly-Clark
<b>MONDAY</b>							
1. Andy Griffith	25.5	CBS	General Foods,	1. Untouchables	32.3	ABC	Liggett & Myers,
2. Danny Thomas	24.0	CBS	General Foods	2. 25 Years of Life	28.4	NBC	Armour, Dr. Pepper
3. Cheyenne	23.8	ABC	R. J. Reynolds,	3. Real McCoys	25.1	ABC	Life
			Peter Paul,	4. My Three Sons	24.2	ABC	Procter & Gamble
			General Motors,	5. Donna Reed	21.7	ABC	Chevrolet
4. Hennesey	22.4	CBS	Ralston,				Campbell Soup
5. Wells Fargo	21.9	NBC	Procter & Gamble				
			General Foods				
			American				
			Tobacco				
<b>TUESDAY</b>							
1. Garry Moore	27.3	CBS	S. C. Johnson,	1. Rawhide	30.6	CBS	Nabisco,
2. Red Skelton	26.1	CBS	Polaroid	2. 77 Sunset Strip	28.1	ABC	Parliaments,
3. Thriller	25.2	NBC	S. C. Johnson	3. Flintstones	27.1	ABC	Bristol-Meyers
			Allstate, Ameri-	4. Twilight Zone	21.9	CBS	American Chick
			can Tobacco,	5. The Detectives	20.1	ABC	Beefham,
4. Rifleman	22.2	ABC	Glenbrook Labs,				R. J. Reynolds
5. Dobie Gillis	20.4	CBS	Beech-Nut				Miles Labs
			Procter & Gamble				General Foods
			Pittsburgh				Procter & Gamble
<b>WEDNESDAY</b>							
1. Wagon Train	34.7	NBC	Ford	1. Gunsmoke	35.1	CBS	Liggett & Myers
2. Perry Como	26.6	NBC	Kraft	2. Have Gun, Will Travel	33.2	CBS	Lever Brothers
3. Naked City	23.1	ABC	Brown &	3. Championship Boxing	25.1	ABC	Gillette
			Williamson,	4. Checkmate	24.8	CBS	Miles Labs
			Bristol-Myers,	5. Lawrence Welk	24.0	ABC	Brown &
			General Motors,				Williamson,
							Lever Brothers
							Dodge

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.  
It is a measure of audience.

## TVQ TOP 20 PROGRAMS IN VIEWERS' OPINION

MARCH, 1961 (all terms in percentages)

Rank	Program	Total U.S.A. Fam.	East Fam.	Midwest Fam.	South Fam.	Far West Fam.				
1	Bonanza	71	53	62	45	72	51	79	60	69
2	Sing Along With Mitch	48	48	58	55	48	47	45	37	36
2	Wagon Train	91	48	87	44	92	48	95	53	88
4	Andy Griffith Show	66	43	57	33	70	46	73	49	60
4	The Real McCoys	87	43	82	36	90	43	90	48	85
4	Red Skelton Show	88	43	87	38	89	48	88	44	87
7	The Flintstones	64	42	70	41	61	44	62	37	64
8	My Three Sons	62	41	61	36	68	42	58	45	60
8	Perry Mason	80	41	79	42	77	41	84	39	78
10	Candid Camera	73	40	74	34	77	44	67	43	74
10	Rawhide	75	40	66	33	79	40	82	47	71
12	Gunsmoke	86	39	80	34	89	42	91	42	85
12	The Untouchables	71	39	70	39	72	40	70	39	70
14	Route 66	62	38	54	37	65	37	69	44	57
15	CBS Reports	63	36	62	31	63	36	66	38	56
15	Checkmate	59	36	62	39	59	32	58	38	53
15	Rifleman	82	36	76	32	85	37	87	42	80
15	77 Sunset Strip	81	36	81	35	80	34	82	42	83
15	Walt Disney Presents	82	36	78	35	82	36	84	35	85
20	Father Knows Best	88	35	86	39	90	34	90	32	87
20	Surfside 6	59	35	61	34	59	34	61	40	51

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined by dividing the percentage saying that a show is "one of my favorites" by the per cent to whom the show is familiar.

TvQ, a division of Home Testing Institute, measures the intrinsic appeal of programs—not the size of audience. It is a measure of preference.

#### **FOCUS ON THE RIGHT INCOME AND EDUCATION...**

**In 1960 ARB reported - WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York. WNEW-TV**

# R. WNEW-TV

METROPOLITAN BROADCASTING

**INCOME-HEAD OF HOUSEHOLD**

\$11,000 & OVER	3.8	2.7
8,000-11,000	15.3	13.9
5,000-8,000	45.0	41.5
3,000-5,000	31.3	38.3
UNDER 3,000	3.6	3.6

**EDUCATION-HEAD OF HOUSEHOLD**

COLLEGE 20.6  
HIGH SCHOOL 68.8



# “Throwing air freight... into cannibalistic chaos.”

—Brief filed with CAB, opposing removal of minimum rate restrictions on domestic air freight, as quoted in *Traffic World*

Domestic and international airlines are hungry for a bigger slice of the \$17 billion-plus freight transportation pie served up by U. S. industry each year. Surplus piston craft have been converted for all-cargo use even as all-cargo turbo-props go into service; industrial traffic executives are urged to analyze carefully the potential of premium air transport to reduce inventories, capital tie-up and warehousing cost. Permission to *reduce rates* is being sought by most air carriers in order to attract additional freight traffic.

The Civil Aeronautics Board's proposal to revoke long-standing minimum rate orders on domestic air freight was supported enthusiastically by the powerful National Industrial Traffic League and most airlines. It was opposed — in one case with the “cannibalistic chaos” charge — by two airlines and nine air freight forwarders.

Elsewhere, the CAB became a party to a stormy controversy within the International Air Transport Association. Existing North Atlantic uniform rate agreements among IATA's U. S. and foreign airline members had been due to expire in April, to be replaced with new and generally lower rates, but IATA members failed completely to agree on a new rate formula, and their turbulent Paris meeting threatened to terminate in an all-out, destructive rate war.

At almost the final hour, the IATA agreements were extended to June 30th, and the CAB offered concessions in the area of its limited international authority, where it serves principally to advise the President on bilateral air agreements with foreign governments, many of them operators of IATA member-airlines. Whether the CAB olive branch and IATA's new attempt to work out an acceptable rate formula will resolve the problem is still anybody's guess, but it does appear almost inevitable (at this writing) that the CAB will approve domestic rate reductions.

There is more here than a rate war,

international relations or the ubiquitous problems spawned by modern transport technology. Also involved is the public policy of protecting the interests of each competing mode of transport; the need for maintaining little-used common carrier transportation lines for standby use in emergencies; the interests of the public warehousing industry and the surface carriers with which it forms a distribution pattern; subsidies — all these are at stake in almost every major transportation issue that arises.

The managements of common carrier railroads, truck lines, waterways operators and air lines — and the transportation executives of the industrial firms whose freight provides 90% of the carriers' revenue — have in these matters a community of interest with the government authorities charged with maintaining the competitive balances and equities of the national transportation system.

This triumvirate of carrier officials, industrial traffic executives and government regulatory officials constitutes the transportation management group. Responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation equipment and services, this group can be defined most concisely in terms of its interests in all facets of the transportation complex.

Serving the extensive and highly specialized informational needs of the transportation management group has been the function of *Traffic World* each week for fifty-three years. In 1960, *Traffic World's* 4800-plus pages of editorial text reported factually and in detail on all the major transportation issues and developments of the day: financial, legislative, regulatory and judicial.

Service to readers is reflected in service to advertisers who have a variety of objectives: influencing transportation policies, promoting sales of transportation services and equipment, building prestige in transportation-financial circles.

## Media/dates

### MAY

7-9: Magazine Publishers Assn., The Greenbrier, White Sulphur Springs, W. Va.  
7-10: National Assn. of Broadcasters, Sheraton-Park, Washington, D. C.  
11: Assn. of National Advertisers, International Advertising Workshop, Hotel Plaza, New York.  
16-19: Catholic Press Association, Vancouver Hotel, Vancouver, B. C.  
17-19: Point-of-Purchase Advertising Institute, Royal Orleans Hotel, New Orleans.  
21-24: National Newspaper Promotion Assn., Waldorf-Astoria, N. Y.  
25-28: Federation of Canadian Advertising and Sales Clubs, Ottawa, Ontario.  
27-31: Advertising Federation of America, Sheraton-Park, Washington, D. C.

### JUNE

11-14: Assn. of Industrial Advertisers, Statler Hotel, Boston.  
11-14: Poster Advertising Assn. of Canada, Chantecler, Ste. Adele, Quebec.  
11-23: Advertising Federation of America, Advanced Management Seminar, Chatham Bars Inn, Cape Cod, Mass.  
19-21: American Marketing Assn., Ambassador Hotel, Los Angeles.  
21-24: Trans-America Advertising Agency Network, Sheraton Plaza, Boston.  
25-29: National Advertising Agency Network, Broadmoor Hotel, Colorado Springs, Colorado.  
25-29: Advertising Assn. of the West, Olympic Hotel, Seattle.  
25-29: American Academy of Advertising, University of Washington, Seattle.

**TRAFFIC WORLD** the weekly newsmagazine of transportation management  
Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.  
For more information see *Traffic World* Service-Ad, Class. 148, Standard Rate & Data

C.I.D.  
**LEVITTOWN, PA.**  
THE LEVITTOWN TIMES  
AND  
**BRISTOL DAILY COURIER**  
A PENN GROUP NEWSPAPER



*[The Family Circle sales managers and salesmen in the picture don't really want to cross swords with you. All they want is the opportunity to prove these challenges:]*

- ...to name a magazine with larger circulation increases than Family Circle  
*—all single-copy sales, too—with no circulation promotion*
- ...to find anything of interest in Family Circle to anybody—except homemakers
- ...to name another publication that is more truly a woman's service magazine
- ...to conceive of a mass magazine with the double selectivity of Family Circle  
*—selectivity of supermarket outlets, selectivity of 100% homemaker audience*
- ...to show us a magazine that more deeply influences homemakers  
*—as demonstrated in our Dichter Study*
- ...to find a magazine that has greater acceptance among food chain executives  
*—as demonstrated by our Bennett-Chaikin Study*

<small>© Publishers' Estimate</small>	
Actual March Circulation	<b>6,300,000*</b>
Now March 1961 Rate Base	<b>5,250,000</b>
March issue Bonus	<b>1,050,000</b>
<small>*First Quarter Aver.—UP 830,000* over first quarter 1960</small>	

**FAMILY CIRCLE—FOR HOMEMAKERS ONLY!**

## Scope on People



CHICAGO AGENCY media executives who were responsible for judging the Campaign Divisions of the Ninth Annual Outdoor Advertising Contest look on as contest chairman W. A. Schmid, Jr. (center) explains balloting procedure. Seated, left to right are E. K. Grady, associate media director, J. Walter Thompson; Reginald Dellow, vice president and media director, Grant Advertising. Standing, Albert S. Trude, Jr., vice president and media director, Clinton E. Frank, Inc.; John Harper, media supervisor, North Advertising. Mr. Schmid is president of North Texas Advertising, Ft. Worth, and chairman of the Business Development Committee, Outdoor Advertising Association of America, sponsor of the contest.



SPRING MEETING: At the recent Association of National Advertisers meeting in Washington, D. C., four participants take a coffee break during one of the sessions. From left, Edwin Sullivan, Meredith Publishing Co.; David Beard, Reynolds Metals Co.; Karyl Van, Meredith Publishing Co.; Dan Welch, Needham, Louis & Brorby.



FAST RESULTS: Agency account executives are always resourceful. When Jack Thrift of Winston-Salem (N.C.) took a job in Atlanta, he had to sell his house—fast. This 24-sheet poster is the way he did it. The house was sold in 11 days. General Outdoor Advertising says it is the first time in their knowledge that a 24-sheet poster has been used to sell a house.



FREDERICK R. GAMBLE (left), president of the American Association of Advertising Agencies, congratulates H. Victor Grohmann at a reception celebrating the thirtieth anniversary of Needham & Grohmann, Inc. Mr. Grohmann is co-founder and president of the agency.



MEDIA WORKSHOP session was feature of the series of professional workshops sponsored by the Advertising Club of St. Louis, and conducted at St. Louis University. Participating in the session are (from left) Don Davis, president of KMP-TV (Kansas City); George French, vice president, Outdoor Advertising, Inc.; James Stoltz, Frank Block Associates, and supervisor of the media workshop.



## Tops in ROP Color again in 1960!

**Another important First:** The Milwaukee Journal has again been named ROP Color Newspaper of the Year by Encyclopaedia Britannica, the National Press Photographers Association and the University of Missouri School of Journalism.

This is the second year of this competition, and the second time The Journal has received the top award in this largest and most highly regarded annual competition. Journal staff photographers also won top

prizes in four newspaper categories, competing with over 500 photographers from scores of publications.

ROP Color in The Journal gets top rating in reader response, too. That's why lineage jumped another 24% in 1960, again leading all U. S. newspapers with a record 3,663,806 lines. Ask our representatives to show you what exciting things happen when you get Journal color know-how, plus ROP Color impact in 9 out of 10 homes in this big metro market.

## THE MILWAUKEE JOURNAL

*America's Most COLORFUL Newspaper—Member of Million Market Newspapers, Inc.*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

More people are reading  
The New York Times than  
ever before



Sunday circulation is  
1,400,826 - up 28,887  
over 1960



Weekday circulation is  
744,763 - up 58,517  
over 1960



This growth of The New York Times is one of the most exciting  
newspapers stories in the U. S. In the past ten years The Times  
has grown in circulation more than any other New York news-  
paper. In fact, in the past ten years The New York Times  
circulation growth has been one of the greatest of any U. S.  
newspaper. Grow along with us. Any of our advertising repre-  
sentatives will gladly give you details.



*(These are average net paid sale figures for the six months ended*

*Source: Stan-  
Millo/scope, A*

Media/scope's

# Advertising Cost Index

Reported by *Media/scope's* Research Department

## Ad Rate Changes: March 1960 to March 1961



### Business Publications

In the statistical period, March 1960-March 1961, space costs rose by 4.5 per cent. For each \$100 spent a year ago, the advertisers in March 1961 had to spend \$104.49. During this period circulation increased by 1.2 per cent and the cost-per-thousand rose 4.7 per cent during the 12-months' period.



### Consumer Magazines

To duplicate the advertising campaign schedule of March 1960, in March 1961, it cost the advertiser \$108.12 for each \$100 previously allocated for space. Circulation rose 3.3 per cent, and cost-per-thousand rose 4.7 per cent during the 12-months' period.



### Daily Newspapers

During March 1961 the cost of national display newspaper rates of daily newspapers was 5.5 per cent higher than during the same month a year ago. Circulation increased 1.3 per cent, and the cost-per-million rose by 4.2 per cent during this period.



### Spot Radio

The advertiser in March 1961 had to increase his time costs by approximately 1.7 per cent in order to repeat the same spot radio schedule of March 1960. During the same period of 1959-1960, time costs increased by 3.1 per cent.



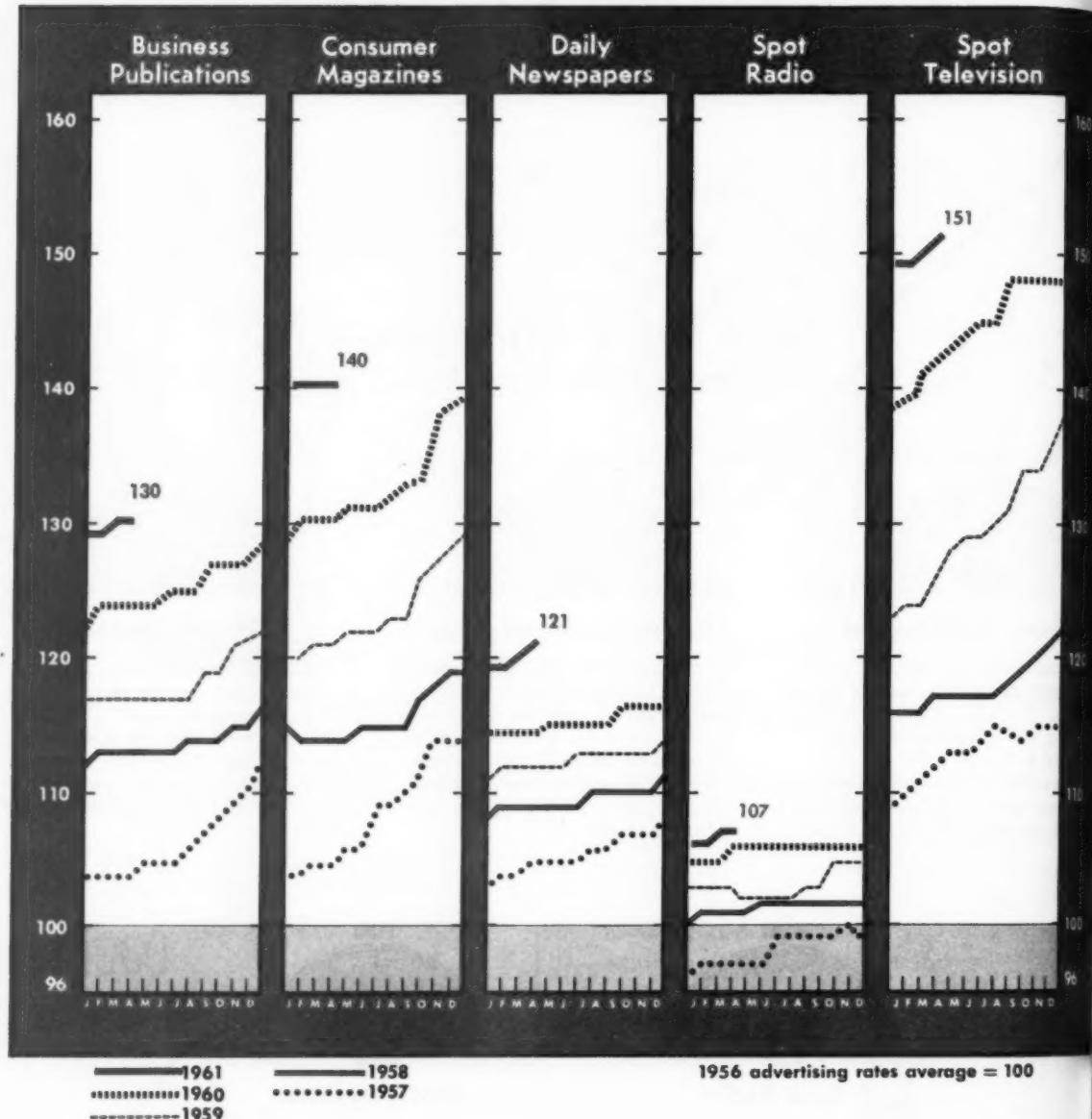
### Spot Television

From March 1960 to March 1961, spot television time rates increased by 6.8 per cent. In the period of March 1959-March 1960, time rates had increased by 12.8 per cent.

*Note: in all meters \$100 = unit cost for March 1960*

# AD RATE INDEXES

Long-term Trends



### Business Publications

During the time from the base period (the year 1956) to March 1961 space rates have increased by 30 per cent. Space costs in March 1960 were 23 per cent higher than during the base period.

### Consumer Magazines

In March 1960 space costs were 30 per cent above those in the base period. In March 1961 the costs were 40 per cent above the base period; and circulation was 17 per cent above what it was in the base period (the year of 1956).

### Daily Newspapers

By March 1961 daily newspaper national display rates

were 21 per cent above the 1956 base period. Since 1956 circulation had gained 2.6 per cent and the cost-per-lion had increased 18 per cent.

### Spot Radio

Spot radio time rates in March 1961 were 7 per cent higher than during the base period. For comparative purposes in March 1960 they were 6 per cent higher than the base. In March 1959 they were 3 per cent higher.

### Spot Television

Spot television rates continued their upward movement. In March 1961 they were 51 per cent higher than during the base period. In March 1960 they were 42 per cent higher than the base period.

LET'S FACE IT..... *by Volpe*



"GOING MY WAY"—was the motion picture that won this man-of-many talents his proudest achievement, the highly coveted Academy Award. WHO is he?\*

## WHEN YOU FACE THIS FACT — YOU'LL GO OUR WAY

The Herald-Express is the largest evening newspaper in Western America. Because it is the recognized leader, it is as plain as the nose on this famous man's face that this newspaper reaches the homes and pocketbooks of MORE people in wealthy Los Angeles County than any other daily in its field.

How big is the Herald-Express market? The annual retail expenditures of this newspaper's reader families—76.7% unduplicated by any other metropolitan daily — totals more than \$1,731,154,000. That's \$210,928,000 MORE than the total retail sales of the entire city of Cleveland!

Los Angeles Evening

# HERALD-EXPRESS

*Largest Evening Newspaper in the West*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



# Now ready to use... SRDS consumer market data

## SRDS May issues reflect actual market conditions reported in the 1960 census

Now you have at your fingertips the final, authoritative figures based on the 1960 census (the-once-in-ten-year anchor figures upon which interim-year population and household estimates will be based.) This consumer market data in SRDS, current as of January 1, 1961, is selectively compiled and correlated for the special needs of people who use market data for media planning.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and the standard metropolitan statistical areas, as well as their new definitions as issued by the Bureau of the Budget.

## Panel of media buyers shows strong reliance on SRDS media/market data and maps

In 1959 a national panel of 250 media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services.

In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Editions	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data (N-94)	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data (N-86)	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data (N-89)	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

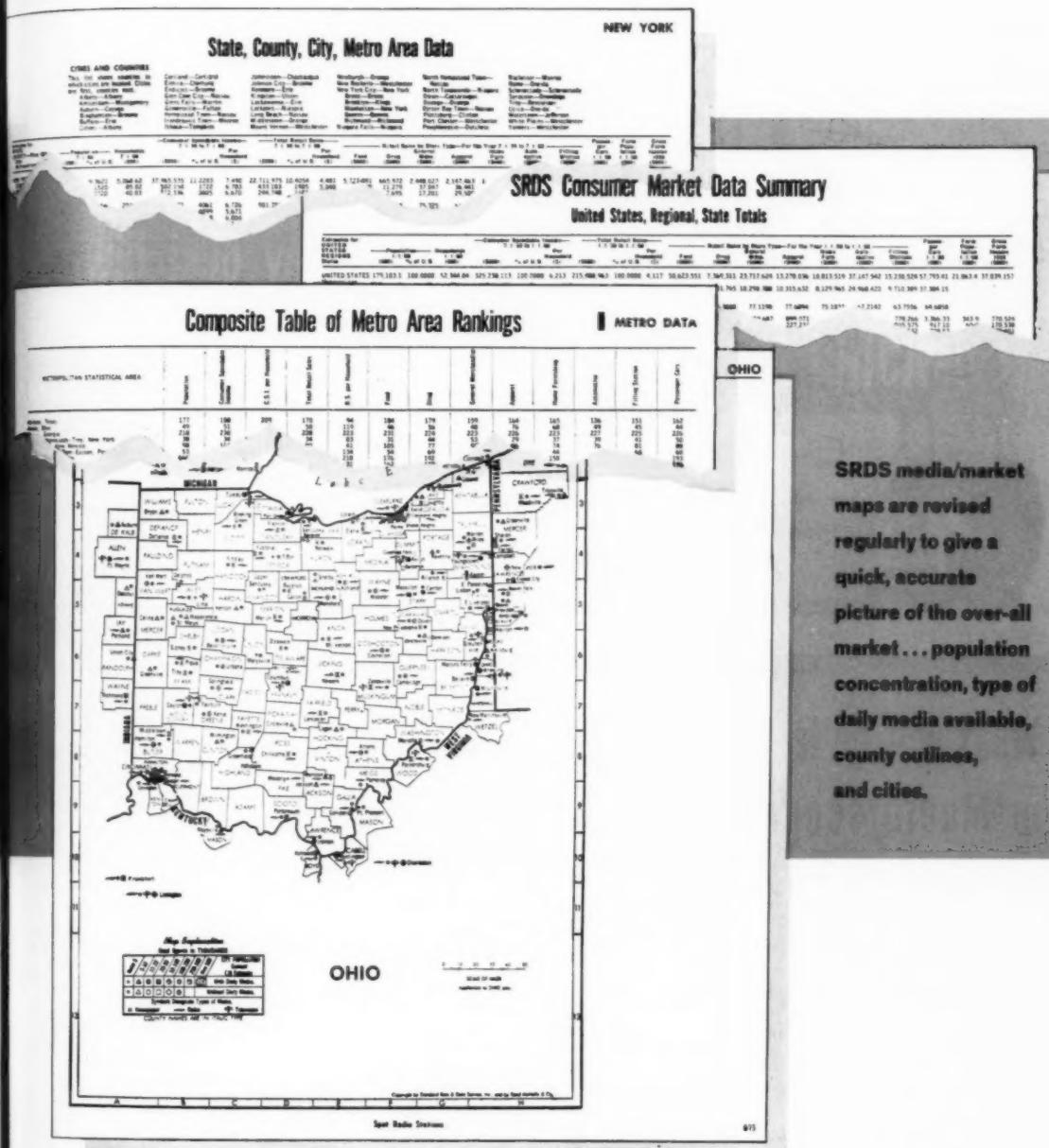
**Note:** To correlate USE of maps and data with user evaluation of ADEQUACY, only those panelists who answered BOTH questionnaires are recorded here. This number indicated in chart.

## An exclusive, monthly media/market data service

Widely used by buyers of media because of all-in-one place convenience —

SRDS is the only service in the country that provides buyers of media with latest consumer market data, media maps and media listings all in one place, every month.

# arkdata based on FINAL census reports



**SRDS media/market maps are revised regularly to give a quick, accurate picture of the over-all market . . . population concentration, type of daily media available, county outlines, and cities.**

SRDS

## Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

C. Laury Botthof, President and Publisher    

5201 Old Orchard Road, Skokie, Ill., YOrktown 6-8500

SALES OFFICES: SKOKIE • NEW YORK • LOS ANGELES • ATLANTA

## ROUTE to:



## What will be left in Media/Scope for poor "E.L."?

The route to "E.L." is paved with deletions, delays, and missing pages. Staff members along the way not only read M/S; they use it.

For example; what chance do you think E.L. will have of getting the latest "Media Buyer's Check List" intact?

For fully-informed Media Depts., agencies and advertisers are entering MEDIA/SCOPE group subscription orders, junking the routing slip system. Special rates for 5, or 10 or more subs for agencies and advertisers.

*Write for details to:*

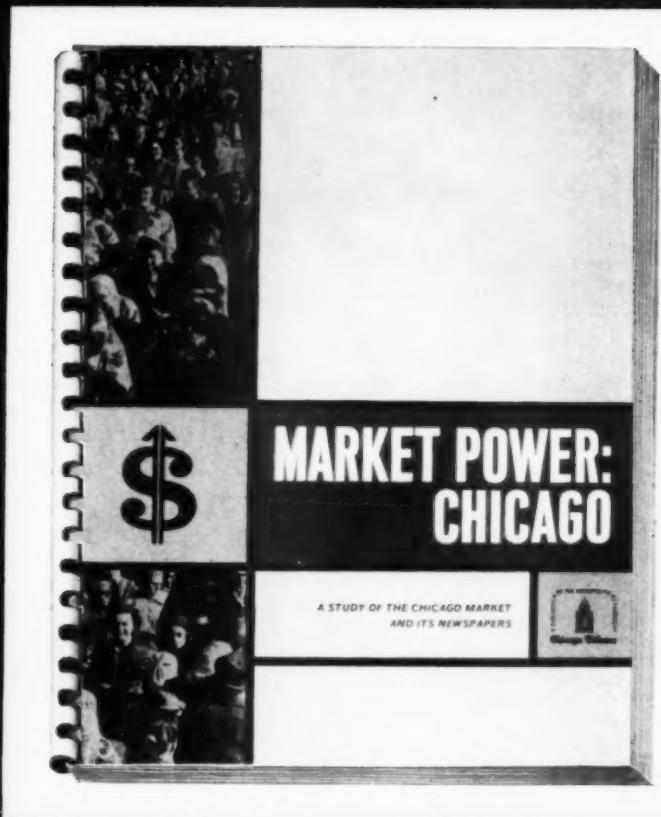
A. GARDNER GIBBS  
MEDIA/SCOPE  
5201 OLD ORCHARD ROAD  
SKOKIE, ILLINOIS

## PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
<b>Agencies</b>		
Robert C. Barker	Compton Advertising, Inc., V.P., Acct. Supv.	J. Walter Thompson Co., Acct. Supv.
Richard H. Behrman	Gardner Advertising Co., N.Y., Asst. Dir. of Resch.	Gardner Advertising Co., N.Y., Dir. of Resch.
Jane Haeberly	Doherty, Clifford, Steers & Shenfield, TV Producer	Chester Gore Co., Inc., TV Producer, Acct.
William E. Holden	Doherty, Clifford, Steers & Shenfield, V.P.	Fuller & Smith & Ross, Sen. V.P., Mgr. N.Y. Office
William H. Howard	J. Walter Thompson Co., V.P.	C. J. LaRoche and Co., President
Hugh H. Johnson	Kudner Agency, Inc., Dir. of Media	Kudner Agency, Inc., Consultant
Edward Kobaza	Kenyon & Eckhardt, Inc., Time Buyer	Ted Bates & Co., Inc., Time Buyer
Robert D. Lilien	J. Walter Thompson Co., Assoc. Media Dir.	J. Walter Thompson Co., Mgr., Media Dept.
William W. Mulvey	Cunningham & Walsh, Inc., Exec. V.P.	McCann-Erickson, Inc., Senior V.P.
Hugh Munce	Sawyer-Ferguson-Walker Co., Sales Representative	J. Walter Thompson, Detroit, Media Sup.
Ray McWeeny	Tatham-Laird, Chicago, Broadcast and Print Media Mgr.	Campbell-Mithun, Minneapolis, Assoc. Media Dir.
Maurice Oshry	Ralph H. Jones Co., Cincinnati, Space Buyer	Ralph H. Jones Co., Cincinnati, Dir. Print Media Dept.
Lee Rich	Benton & Bowles, V.P., Media, Programming	Benton & Bowles, Sr. V. Media, Programming
Charles Russell	Batten, Barton, Durstine & Osborn, San Francisco, Radio, TV Dir.	Batten, Barton, Durstine & Osborn, San Francisco, V.P., Media
William L. Sanborn	Winius-Brandon Co., St. Louis, V.P., Treas.	Winius-Brandon Co., President
John Scanlan	Benton & Bowles, Time Buyer	Ted Bates & Co., Inc., Time Buyer
Ray F. Segur	Lambert & Feasley, Inc., V.P., Resch.	Lawrence C. Gumbiner, Adv. Agy., Dir. of Red.
Gordon E. Taylor	Reincke, Meyer & Finn, Chicago, V.P.	Reincke, Meyer & Finn, Chicago, Sr. V.P.
Harry Torp	Grant Advertising, Inc., Media Dir.	Ted Bates & Co., Inc., Print Buyer
<b>Advertisers</b>		
W. B. Bryan	Foote, Cone & Belding, Acct. Exec.	U. S. Borax & Chemical Corp., Adv. Mgr., 20 Mule Team Products
Marvin J. Fields	Norman, Craig & Kummel, Acct. Exec.	Schenley Distillers Co., Brand Adv. Mgr.
Hal F. Griswold	Dole Corp., Adv. Mgr.	Dole Corp., Dir., Adv. Merchandising
William Pershing Most	Sperry Rand Corp., Remington Office Machines Division, Mgr. Adv., Sales Prom.	Sperry Rand Corp., Remington Portable Typewriter Div., Mgr. Adv., Sales Prom.
Jack C. Peet	General Electric Co., Semiconductor Prod. Dept., Adv. and Sales Prom. Specialist	General Electric Co., Rectifier Components Dept., Mgr., Adv. and Sales Prom.
Robert W. Perrin	American Oil Co., Chicago, Resch. Assoc.	American Oil Co., Chicago, Mktg. Exec.
Edward P. Robinson	Euclid Electric and Manufacturing Co., Madison, Ohio, Sales Engr.	Euclid Electric and Manufacturing Co., Madison, Ohio, Mgr. Adv.-Sales Prom.
Thomas J. Ross, Jr.	Lennen & Newell, Asst. to Pres.	American Airlines, V.P. in charge of Adv.
George V. Wise	John W. Masury & Son, Baltimore, V.P., Advg.	John W. Masury & Son, Baltimore, Exec. V.P.

# MARKET POWER: CHICAGO

will help your  
advertising WORK  
-more efficiently,  
more productively,  
more economically



In today's costly and competitive marketing, how do you deal with the Gordian knot of media evaluation?

Do you try to unsnarl it by comparing circulations (or ratings)? Or do you slash away at the tangle with a sharp-penciled cost-per-thousand approach?

Sound media judgments require something more—some insight into the qualitative factors which make one medium a better buy than another. This is especially true in a market like Chicago where extra advertising effort is required to develop its greater sales potential.

The Chicago Tribune delivers the largest circulation of any Chicago newspaper at milline rates which are among the lowest in the nation. Still it recognizes the need for precision tools to measure advertising efficiency. It is to apply these tools that the Tribune has conducted and published a new research study entitled, MARKET POWER: CHICAGO.

Based on 5,666 interviews in 2,956 city and suburban households, MARKET POWER is probably the most complete

study of its kind ever made in the Chicago market. It is an objective appraisal of all Chicago newspapers, three Sunday and four daily, in terms of:

**PEOPLE**, the audience composition of each paper.

**PURCHASERS**, the buyer coverage of each paper.

**CHOICE**, the consumer's stated preference for a particular newspaper when seeking buying information.

**COST**, a detailed examination of rates and milline rates as applied to circulation and coverage of households, housewives, men, women and adults.

Though MARKET POWER sheds new light on the Tribune's stature in Chicago, there's much more to it than a leadership story for the Tribune. Its 70 pages are packed with facts about the Chicago market and its newspapers; about Chicago families and their buying behavior. For whatever product or service you sell, MARKET POWER can help you increase the efficiency of your advertising dollars in the Chicago market.

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Why not call yours today?

**CHICAGO**  
Chicago Tribune  
436 N. Michigan Ave.  
Superior 7-0160

**NEW YORK CITY**  
Chicago Tribune  
220 E. 42nd St.  
MURray Hill 2-3033

**DETROIT**  
Chicago Tribune  
1816 Penobscot Bldg.  
WOODward 2-0422

**SAN FRANCISCO**  
Fitzpatrick Associates  
155 Montgomery St.  
GARfield 1-7948

**LOS ANGELES**  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUNkirk 5-3857

**EUROPE**  
Mortimer Bryant  
3 & 5 Warwick House Street,  
London, S.W. 1.  
Telephone 2488-3

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

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Guide to sharper media buying



# Only one Philadelphia newspaper gives you reader "weight" where customers buy the most

## IN DELAWARE VALLEY, U.S.A.

Marketing men are casting an affectionate eye at *suburban* Delaware Valley, U.S.A.—and for good reason.

In the 14-county area that comprises the Philadelphia Retail Trading Area, the suburbs account for 63% of total sales, 69% of automotive sales, 57% of drugstore sales, 59% of appliance and furniture sales. And it's in these free-spending suburban counties that The Daily Inquirer gives you 27% more readers than the leading morning newspaper!

Add to its superiority in the suburbs the fact that 44% of The Inquirer's readers live within the city of Philadelphia itself, and you have customer-coverage that can lead to one thing—more and better advertising results in Delaware Valley, U.S.A.

### COMPARISON OF DAILY READERSHIP\*

	<u>The Daily Inquirer</u>	<u>The Daily Bulletin</u>
Total Adult Readers	1,504,000	1,523,000
Suburban Adult Readers	835,000	657,000
City Adult Readers	669,000	866,000

\*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

## The Philadelphia Inquirer

Good Mornings begin with The Inquirer  
for 1,504,000 Adult Readers

NEW YORK  
BERT. DEVILIN, JR.  
320 Park Ave.  
Fls. 2-3120

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Aldover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
WOrld 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
GArfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Blvd.  
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TIMES  
DURIER

Scope, May 1961

## How Do Advertisers View Advertising?

Specifically, how did advertisers view advertising in April 1961? A fair mirror of problems that vex advertisers is the program of the annual spring meeting of the Association of National Advertisers, held recently in Washington. Presumably, the program director for this meeting casts a discerning eye over the advertising scene, and selects as topics for discussion those which hold most interest for his group's members. These, then, were the topics that most concerned advertisers last month:

**Public Attitude.** Walter G. Barlow, president, Opinion Research Corporation, stated that there is criticism of some advertising as being untruthful and some that is insulting to people's intelligence. He concluded that advertising that is aimed at the "lowest common denominator" of taste and intelligence may be missing its mark, that we must revise our concept of what is the lowest common denominator. This theme was also taken by Marya Mannes, author and critic, who maintained: "It is my contention that—especially on television—you are pitching too low and treating us like the mentally retarded."

Paul Rand Dixon, chairman of the FTC, said that he considered deceptive advertising a major business ill, and that he planned a tough campaign against it. He declared that he did not consider that "only the irresponsible few" were guilty of false advertising.

**Advertising Effectiveness.** One person who touched upon this subject was Roger H. Bolin, advertising director of Westinghouse Electric Corporation, who maintained that advertising performance cannot be judged wholly in terms of sales results. Results can be measured only when there is understanding and agreement on what advertising is expected to accomplish. The ANA will shortly issue a book on this subject, Mr. Bolin declared. It is called "Defining Advertising Goals and Measuring Advertising Results."

On the same topic, Alfred Politz, the eminent researcher, discussed "Applying Research to the Determination of Advertising Values." Maintaining that research must be *predictive*, he stated that the ultimate goal of marketing research is "to tell *beforehand* whether or not an advertising campaign will be successful, to tell *beforehand* whether the one or the other sales point will be superior, to tell *beforehand* whether a given product has characteristics which enable it to succeed in the market." He lauded the ANA for encouraging specific answers from research by "stating marketing and advertising objectives in specific terms of definition and quantification."

Speaking on the subject, "Does Your Agency Share Your Goals?" Marion Harper, Jr., president of Inter-

public Incorporated, commented: "We can and should assign objectives to advertising, and we should check progress in achieving them. But we should be careful to relate advertising objectives to sales, to marketing, and finally to profit objectives."

**The Advertising Council.** The Council, which always has its place on ANA and AAAA programs, was discussed by Edwin W. Ebel, vice president-advertising service, General Foods. He said that multi-sponsored TV shows make it necessary for the Council in the publicizing of its pleases to depend upon the network rather than the advertiser in nearly half of network time periods. He urged advertisers who are sole or alternate sponsors to cooperate in using Council materials.

**Industrial Advertising.** Industrial advertising had its place on the program in a talk by H. D. Bissell, vice president of Minneapolis-Honeywell Regulator Company. He presented no moral, but rather a description of the advertising process and organization in a multi-line industrial company. He concluded with the belief that new standards of excellence are being set in industrial advertising through the emergence of new companies, new products, and new concepts. With this has come new responsibility to the trade and business press.

**Marketing of New Products.** C. R. Standen, vice president and director of client services for Tatham-Lindner, reminded his audience of the high degree of failure among new products. He added, however, that some 70 per cent of the nation's growth in the next three years would come from successful new products. He proposed criteria for success in launching one: Is it really new? Does it offer a new benefit, a genuine improvement? Is the timing right? Does a test market program indicate the possibility of repeat purchases? Be careful not to overspend in test markets, as this may create overoptimism.

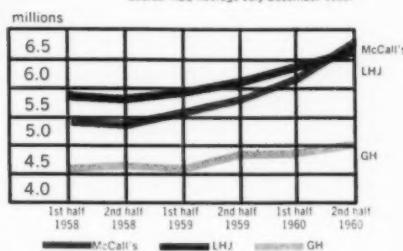
**Creativity in Advertising.** A hopeful note about creativity in advertising was struck by Whit Hobbs, associate copy director of BBDO. He maintained that the walls that used to stand between the client and the agency's creative department are tumbling down. He urged clients to "Invite your creative man into your office and into your factory and into your lab and into your conference room." He said that the new type of copy writer is "a writer, an art man, a TV and radio man, and a research man." The new type of writer is producing easy, personal, persuasive, conversational copy, and is working for a client who wants his agency to surprise him and lead him into new directions."

when  
numbers  
are  
important,  
the  
biggest,  
most  
beautiful  
number  
of them  
all is...

**McCall's #1 in circulation**

McCall's	6,560,452
Ladies' Home Journal	6,550,415
Good Housekeeping	4,961,039

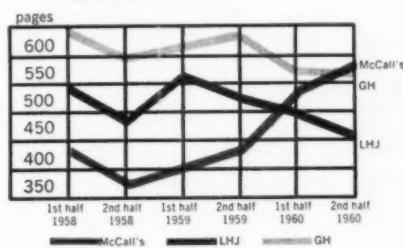
Source: ABC Average July December 1960.



**McCall's #1 in advertising**

McCall's	248 pages
Ladies' Home Journal	194 pages
Good Housekeeping	220 pages

Source: PIG Jan.-March 1961



McCALL'S: FIRST MAGAZINE FOR WOMEN.



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" . . . the book reviews, the stories, the theatre notices, and the articles, and every word is stamped with the hallmark of The New Yorker. The astringent, sophisticated, ironic humour,

without a trace of sentimentality, is as bracing as a plunge into icy water." — *Aries*,  
*The Bombay Times of India*





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